

Labour rift deepens over future of leader

The pressure on Mr James Callaghan not to resign as leader of the Labour Party until the party has decided how it wants to elect its leaders is likely to increase today when Mr Michael Foot, his deputy, is expected to ask him to stay in office on the matter is increasing, however, the left and right factions divided among themselves.

Mr Foot may urge resignation delay

Michael Foot, Deputy Leader of the Labour Party, is expected today to add his voice to the pressure on Mr James Callaghan not to resign until the party has decided how it wants to elect its leaders. Mr Foot is expected to ask him to stay in office on the matter is increasing, however, the left and right factions divided among themselves.

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Iraqis break through to threaten Abadan

From Robert Fisk
Unsubstantiated
Shah al-Arab, Iraq
Oct 12

The first commandos of the Iraqi Army broke through to the south bank of the Karun river on the Shah al-Arab at 12.25 this afternoon, four tiny figures running along the Khorramshahr quayside past lines of burnt-out, derailed railway tracks, bowing head down, carrying mud and debris with the passage of craters.



Shops and blocks of flats reduced to rubble in the once bustling centre of El Asnam.

Hopes fade in fight to save earthquake victims

From Jon Swain
El Asnam, Oct 12

Two and a half days after a powerful earthquake struck El Asnam, possibly killing more than 20,000 people, the hopes of those buried alive in the wreckage of the city are fading. The authorities have been unable to locate any survivors.

Bomb attacks on West End offices

By a Staff Reporter

Two travel offices in the West End of London were bombed last night within half an hour of each other. No one was hurt in either incident.

French right-wing leader stabbed by Jewish youths

Paris, Oct 12
From Len Murray

A group of young Jews today attacked and stabbed M. Marcel Fréchet, leader of the far-right National Front, in a Paris suburb.

Link law age nit flouted

Minimum age limit of 18 for users of liquor is widely flouted, a recent survey says. Its enforcement is likely to lead to renewed calls for the reform of licensing laws.

On curbs unlikely

James Prior, Secretary of State for the Home Office, says that the Government is unlikely to impose curbs on the activities of the IRA.

Anda mobilization

Newly reformed Uganda Army is being mobilized to control the east of the country which has been by a well-armed force of militia troops who crossed from Zaire and Sudan.

Es four world

A West Bank mayor deported by Israel has been given powerful assistance by a Palestinian cause by traveling 50,000 miles to the world.

Office review

Review of the D-Notice guidelines for the media on defence intelligence matters will be discussed by the Ministry of Defence tomorrow.

Tighter controls on money supply likely

Changes in the methods of controlling the money supply are likely to be announced in the next few weeks. The changes will probably be aimed at achieving greater control of monetary growth.

London nuclear risk

The movement of radioactive waste through London by rail is putting thousands of lives at risk, the Ecology Party says in a report. It wants the amount of waste carried in each flask reduced, and an alternative route through less populated areas used.

Cooperative newspaper

Shareholders in a cooperative in the East End of London have decided to launch a local weekly "alternative" newspaper next March. It is thought to be the first such venture in the press field.

Lab. needed: Help the Aged is starting a campaign to raise £1m for extra care for the growing number of elderly people in desperate circumstances

Tea: A six-page Special Report looks at the international industry.

Classified advertisements: Personal, pages 23, 24; Appointments, 11, 22; Property, 11, 12; Reader Services Directory, 21.

Lyle plays Norman in matchplay final

Sandy Lyle, of Britain, and Greg Norman, of Australia, will meet in the final of the Westworth golf tournament at Westworth today. In the semi-final, Lyle beat Peter Jacobsen of the United States by six and five and Norman beat Bernard Gallacher, of Britain, by the same margin.

Engineering workers to get 'marginally' improved single-figure wage offer

By Paul Routledge
Labour Editor

Engineering employers will make a marginal improvement in their 6.2 per cent pay offer to union leaders of two million workers in the industry, with hopes of a rapid settlement.

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Simpson's

ACCABILLITY

If you're on your way up, there's only one way to dress

At Simpson's, you'll find a choice of well over four thousand suits in the internationally renowned DAKS range and you can still buy quality for under a hundred pounds. Like this DAKS suit in polyester and wool at £99.00. Shown with cotton shirt £12.50, and silk tie £5.00.

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European News	5-6	Crossword	21	Outings	15
World News	7-8	Clubs	22	TV & Radio	23
Local News	9-10	Diary	23	Theatres, etc	24
Advertisements	24, 25	Engagements	24	1980 Year Ago	25
Births	26	Deaths	25	Weather	26
Marriages	27	Letters	26	Wills	27

Do you know about Viceroy's engine?

The new Vauxhall Viceroy is built around a remarkably smooth 6-cylinder 2.5 litre engine, that produces 114bhp. It incorporates features like hydraulic tappets to reduce maintenance, and is designed to give high efficiency and silky power.

Do you know how Viceroy performs?

Viceroy has a top speed of over 110mph and it reaches 60mph in just 11.5 seconds. At motorway speed it's practically silent because executives like to hear themselves think. But although it's a luxury express, Viceroy isn't profligate. At a steady 56mph it can achieve 33.2mpg.

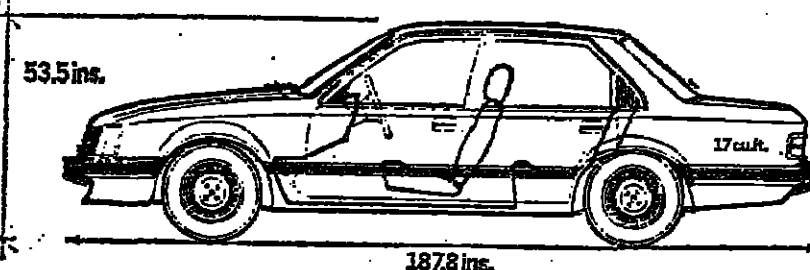
Do you know that all Vauxhalls are praised for their sheer driver appeal?

We see no reason why company executives shouldn't enjoy their driving. All Vauxhalls have excellent handling. It's designed in, and the new Viceroy is no exception. With independent front suspension with MacPherson struts, coil springs and a refined live rear axle, located by four trailing links, Viceroy gives a smooth ride and precise, light steering.

It's roadholding puts Viceroy in the forefront of cars in this class. We can arrange for you to try a Viceroy soon, to prove it for yourself.

Do you know about Viceroy's spaciousness?

Viceroy is long, sleek and low. And its interior space makes four or five top people very comfortable. But Viceroy is still compact enough to hustle easily through heavy traffic. We can arrange for you to see for yourself. Just contact your local Vauxhall dealer.

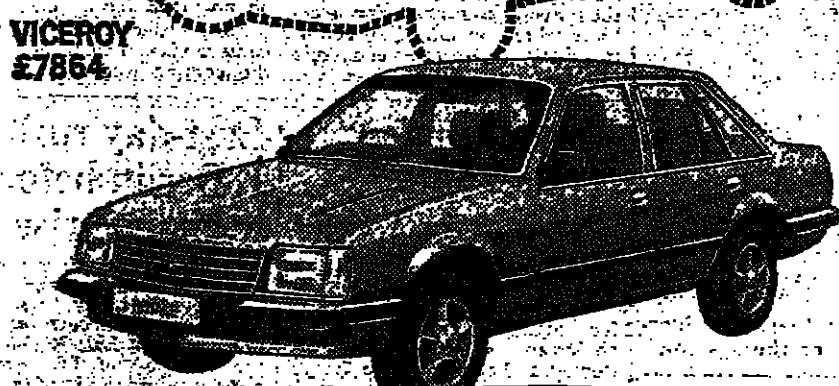


If it's your job to know about cars, how much do you know about the new Vauxhall Viceroy?

Do you know where Viceroy fits in the Vauxhall range?

CARLTON
From £6098

THE NEW VICEROY
NEATLY FILLS THIS SPACE



VICEROY
£7864



THE ROYALES
From £10,524

Viceroy is designed to complete the Vauxhall top of the line executive range. It slots very neatly between the Carlton 2000's starting at £6098 and the Royales starting at £10,524. It also means that Vauxhall now have five entirely individual cars in this sector, including the roomy Carlton Estate. Most manufacturers just offer you different engines and different specifications. Vauxhall offer you different cars.

Do you know about Viceroy's luxury specification?

Naturally a car in this class is designed to pamper its driver. Viceroy is no exception. There isn't room here to detail all the features. For that you'll need the new Viceroy brochure, but here are a few items to tempt you.

POWER ASSISTED STEERING	CENTRAL DOOR LOCKING	ADJUSTABLE HEIGHT DRIVER'S SEAT	LAMINATED SCREEN	PUSH BUTTON HORN	STERO CASSETTE PLAYER	QUARTZ CLOCK	ABSOLUTE FRONT HEAD RESTRAINTS	REMOTE CONTROL DRIVER'S DOOR	REAR VIEW MIRROR	WASHING BUZZER	4-SPEED BLOWER FAN
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Do you know the value of Vauxhall's Master Hire Leasing system?

Many people who have to buy and run company cars have found that the Vauxhall Master Hire Leasing system is a very effective method of controlling costs and improving cash flow. For more information, ring (0582) 21122 Ext. 8332.

Do you know how up to date the Vauxhall range now is?

With the introduction of Viceroy, Vauxhall have now launched a series of new cars in the last 5 years, making the range one of the most modern in the country. Chevettas, Astras, Cavaliers, Carltons, the new Viceroy, and the Royales. With different engines and body styles, there are over 30 Vauxhalls to choose from.

Do you know that more and more people are changing to Vauxhall's prestige cars?

Vauxhall's penetration into the executive car market is steadily increasing. More and more business people are working out costs and finding that Vauxhall can give them more luxury per pound.

Do you know about the really intelligent deals you can make with your Vauxhall dealer?

Short term price cutting is one way of moving cars out of showrooms, but we know that people who buy company cars have longer term concerns. Let us talk to you about the kind of sensible, realistic package we can put together for you on the new Viceroy, or any other cars in the Vauxhall range. It might be special interest rates, guaranteed buy-back prices, service deals or whatever we can tailor to your needs.

Do you know the number to ring?

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FLEET REGIONAL INFORMATION CENTRES	SHEFFIELD EDINBURGH BRISTOL ANTRIM	(0742) 28786 (031) 337 3261 (0272) 299835 (023841) 2291

YOU COULD ALSO RING YOUR LOCAL VAUXHALL DEALER'S 'FLEET LINE' OR WRITE TO: VAUXHALL MOTORS LTD., ROUTE 7586, PO BOX 3, KIMPTON RD., LUTON, BEDS. TELEX: 82131.

PRICES QUOTED CORRECT AT TIME OF GOING TO PRESS. INCLUDE CAR TAX AND VAT DELIVERY AND NUMBER PLATES. EXTRA PERFORMANCE FIGURES AND MEASUREMENTS ARE MANUFACTURER'S. D.O.E. FUEL CONSUMPTION FIGURES FOR THE VICEROY MANUAL SALOON (METRIC FIGURES IN BRACKETS): CONSTANT 56 MPH: 33.2 MPG (8.5L/100 KM), CONSTANT 75 MPH: 25.9 MPG (10.9L/100 KM), URBAN CYCLE: 26.9 MPG (13.6L/100 KM). FOR VAUXHALL RENTAL CALL LUTON (0582) 21122 EXT. 1721. PERSONAL EXPORT ENQUIRIES (0582) 426297.

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HOME NEWS

Widespread flouting of the age limit for drinking, survey shows

By Michael Hatfield
Political Reporter

The Government has been presented with evidence of widespread flouting of the liquor licensing laws, which is bound to lead to renewed pressure for their reform in the new parliamentary session.

A government-sponsored survey to be made public in a week, shows that the minimum age of 18 for purchasers of alcohol is widely ignored. A survey of the youngest age group questioned, between 18 and 24 years, shows that on average they started drinking at 16, whereas people aged over 50, recalled that on average they began drinking at 20.

The investigation was commissioned by the Department of Health and Social Security and was conducted by the Office of Population and Census Surveys in the autumn of 1978. It provides strong evidence that young people are drinking in licensed premises before they are 18.

Attempts to reduce the age limit have failed. The last was earlier this year, when a private member's Bill by Sir Nicholas Bonsor, Conservative MP for Nantwich, failed because of lack of parliamentary time. Those pressing for a relaxa-

tion in the law say that it would be brought into further dispute if an attempt was made to tighten the legislation, because it would not be enforceable. They argue for a recognition of realities, but any government-initiated reform is not expected this session.

The survey shows that men and women who drink heavily do so mostly in public houses, not in domestic premises, and consume relatively more beer or cider than light to moderate drinkers, who prefer wine or spirits.

It also shows that 6 per cent of men and 1 per cent of women report a weekly alcohol consumption that is considered a risk to health. The limits, based on a report of the Royal College of Psychiatrists, are four pints a day for men and three pints for women.

The group aged between 18 and 24 years shows a much higher proportion, 13 per cent of men and 4 per cent of women.

Other groups the survey shows to be heavy drinkers are single people aged between 35 and 54, all of whom are either divorced or separated; people employed in the manufacture or supply of alcohol; workers in the construction industry; and unemployed men and women who have no children.

Ratio of teachers to pupils to remain unchanged

By Our Education Correspondent

Local authorities intend to make no change in the pupil-teacher ratio in schools, in spite of falling pupil enrolments. According to official statistics soon to be published, the average national pupil-teacher ratio planned for January, 1981, are the same as those planned for last January.

The statistics have been drawn up by the Charter Institute of Public Finance and Accountancy (CIPFA) and are based on estimates for 1980/81 provided by the local authorities.

They show that the national pupil-teacher ratio in primary schools is expected to deteriorate slightly to 22.4 to 1, compared with 22.3 to 1 last January, while in secondary schools it will remain at 16.3 to 1. In nursery education there is a slight improvement with the number of pupils a teacher expected to fall from 23.5 to 23.3.

Pupil-teacher ratios in individual authorities range in secondary schools from 15.1 in the London Borough of Brent to 17.8 in Essex and Somerset, and in primary schools from 18.1 in Brent to 25.3 in Lincolnshire and Somerset. Despite high inflation, the average annual cost of educating a child in a secondary school is expected to rise by only 11 per cent this year to £629 (excluding costs for administration,

meals and transport), and in a primary school by 13 per cent to £436. Nursery education unit costs are expected to rise by 7 per cent to £115.

Again, there is enormous variation between authorities, with the Inner London Education Authority heading the list of the highest spenders for both secondary and primary education, where costs per child are £959 and £703 respectively.

Outside inner London, Brent (£808), Haringey (£796) and Harrow (£790) are the top spenders in secondary education, and Wakefield (£524), Dudley (£532) and Bradford (£536) the lowest spenders.

Secondary school figures have to be treated with caution, however, as in some authorities the bulk of education takes place in tertiary colleges and those relatively high costs are not included in the figures.

In primary education outside inner London, Haringey (£630) and Brent (£616) are again the top spenders, and Dudley (£362) is again among the lowest spenders, along with Tameside, Sefton, Lancashire and Northamptonshire, with unit costs between £380 and £390.

Spending on books and equipment in secondary schools is expected to range from only £18 per pupil in Trafford and Bradford, and £19 in Wakefield, to £44 in Ealing, £45 in Harrow and £58 in the L.A. CIPFA hopes to be able to publish the 1980-81 education estimates in three weeks.

Cigarettes treble the risk of early death, 'Which?' says

By Our Health Services Correspondent

A guide to avoiding heart disease, which kills one man in three aged over 40, is published today by the Consumers' Association, publishers of Which?

Cigarette smoking, raised blood pressure and a high level of cholesterol in the blood are identified as the chief risk factors.

"Smoking 20 cigarettes a day approximately trebles the risk of dying from coronary disease before the age of 50", the book says.

It details some ways of giving up, and advises consumers to adopt the fatalistic attitude that if they have smoked for a number of years, the harm is already done. "That is not true; it is never too late as far as giving up smoking is concerned. The increased risk of

heart disease starts to fall immediately and continues to fall."

To cope with the other risk factors, the book advises people to ask doctors to check their blood pressure and suggests a low intake of dietary fat to avoid raising cholesterol levels. It also deals with risk factors that are subjects of more debate, such as the importance of exercise, stress, obesity and oral contraceptives and says that a number of factors are outside our control, such as heredity, diabetes and a high level of triglycerides in the blood.

The book also stresses the importance of seeking medical help for anyone suffering from unexplained pains in the chest, which should not be just dismissed as indigestion. It also discusses the importance of seeking medical help for anyone suffering from unexplained pains in the chest, which should not be just dismissed as indigestion.

Avoiding Heart Trouble (Subscription Dept. Consumers' Association, Carlton Hill, Bedford SG13 7LZ, £3.95).



Mr Peter Walker, his wife Tessa and son Robin trying Kingdom Cox apples in London yesterday after the Minister of Agriculture was made a friend of the apple by the Apple and Pear Development Council.

£1m needed to help the elderly

By Pat Healy
Social Services Correspondent

Thousands of frail, elderly people are living in desperate poverty without the special care they need, while others who need more than a roof over their heads are in old people's homes, according to Professor Peter Townsend, sociology professor at Essex University.

He was speaking on the eve of the launching today of a national campaign by Help the Aged to raise £1m for extra care for the elderly.

Professor Townsend said research showed that more than a third of the residents in some old people's homes needed neither nursing care nor help with every day tasks, yet more than half of local council expenditure on the elderly went on residential homes.

Community care, which would help more old people to live in their own homes in comfort and dignity, was both cheaper and more appropriate.

He blames the situation partly on the division of responsibilities between local council departments. Social service departments could not offer sheltered accommodation to old people because that was a housing responsibility, yet sheltered housing would be more economical and a more appropriate choice for many old people.

Mr Hugh Faulkner, director of Help the Aged, said that the elderly could not wait for an economic recovery. He urged the Government and local authorities to reassess priorities to divert more resources to the growing numbers of old and frail in the community.

The organization hopes that money raised by the campaign will provide housing for about two hundred people and that thousands more could be helped through rehabilitation and community projects.

Man held after shooting at Post Office

By a Staff Reporter

The police on Saturday arrested a man wanted for questioning in connection with an armed robbery at a post office in Bollington, Cheshire, in which a sub-postmistress was shot.

Robert Fahy, aged 27, is to appear before Magistrates today on charges including possessing a shotgun and assaulting a police officer.

During the search for Fahy the police seized off the North Wales island of Anglesey. He was arrested in Handforth, Cheshire.

After the shooting Mrs Barbara Roberts, the sub-postmistress, had her right leg amputated at the thigh.

Dons 'are less left wing than is supposed'

By Diana Geddes
Education Correspondent

British academics are less left wing than is commonly supposed. In both universities and polytechnics, Labour voters are outnumbered by Conservative and Liberal voters, according to a survey carried out by Professor A. H. Halsey, of the Department of Social Studies at Oxford University.

The survey, which was carried out in 1976, showed that had there been a general election in that year, 26 per cent of university teachers (25 per cent in polytechnics) would have voted Conservative, 23 per cent Liberal (21 per cent in polytechnics), and 35 per cent Labour (44 per cent in polytechnics).

The rest would either not have voted at all, or voted for the Scottish Nationalists or Plaid Cymru.

Conservative voters in both the universities and polytechnics were concentrated among professors and heads of departments, those aged 35 or above, and those teaching engineering and technology or medicine.

Conservative supporters were least likely to be found in the arts, education, and social science departments. Oxford and Cambridge dons were not found to be unduly sympathetic to the Conservative support for Labour was exceptionally strong in the new universities.

SNP moves to ban group

From Ronald Faux
Edinburgh

The Scottish National Party has made the first move to prevent dual membership of the party and of a fringe nationalist organization called Sion na Gàidheal (SNG), meaning Seed of the Gael.

The national executive committee will recommend to the party's national council at its meeting in December that membership of the SNG is incompatible with membership of the party and that the group should be banned within the party.

The party has become increasingly outcast and embarrassed by the SNG, which first appeared in public at a rally at Bannockburn earlier this year. The group is apt to cause itself to be the official party and produce its own banners and produce a militaristic style.

The group appeared on Saturday at the tail end of a march and rally against unemployment held in Glasgow, in which more than 2,000 people took part. It ignored an instruction from the SNP national secretary that only official banners and those relevant to unemployment would be allowed.

Seven injured by Ulster car bomb

A teenage girl, two elderly women and four policemen were injured by a car bomb explosion outside the police station in Warrenpoint, Co. Down. The women and the girl were taken to hospital with severe shock and minor injuries. The windows of the homes were blown in by the blast on Saturday.

The policemen, who had minor injuries, were shielded by parked cars, all of which were destroyed. The Provisional IRA in south Down claimed responsibility for the explosion.

The disfigurement of Britain, 8: A monumental planning disaster

Oil industry's wasteland put up for sale

By John Young

Portavadie lies about forty miles west of Glasgow, on the shore of Loch Fyne, among the steep green and brown hills of the Firth of Clyde. It is approached overland by a single-track road which crosses a stretch of bleak moorland and looks as though it leads nowhere.

In a sense it does, for Portavadie is hardly a real place. Physically it exists in the form of several groups of bright blue huts and prefabricated buildings, some obviously modern, but already deteriorating blocks of flats, an electricity substation, a couple of cylindrical objects which might be oil tanks, and an array of flood-lighting towers built to illuminate Portavadie's main feature, a huge, empty drydock.

There are signs proclaiming that it is private property and warning people to keep out. Motorists are advised that no responsibility will be accepted for damage to their vehicles. Somewhat paradoxically, another sign points to a car park for spectators; there are no spectators; apparently there are not even any seagulls. The whole complex is enveloped in an eerie silence.

Portavadie is a curious and little-known monument to a multi-million-pound planning disaster, the result of a monumental miscalculation. It was one of four sites chosen in 1974 for the construction of the exploration and drilling platform for the oil fields.

From the beginning the proposals provoked sharp controversy, accusations of excessive secrecy, and strong opposition from the Countryside Commission and the National Trust for Scotland. But a public inquiry was held in September of that same year, and early in January, 1975, approval was announced for three sites at Portavadie, Hunterston on the Ayrshire coast, and Campbeltown, close to the Mull of Kintyre. All three sites would be taken into public ownership, and the Government was prepared to make £40m available in grants and loans.

Work at Portavadie was authorized barely a month later, even though Parliament had still to authorize the financial arrangements. The £10m contract was awarded to Sea Platform Contractors, a consortium of Marples Ridgway, Cementation Ltd, Royal Netherlands Harbour Works and North Sea

Assets, an Edinburgh-based investment group. Many people were surprised at the haste. The Glasgow Herald commented: "To the visitor the whole process is both spectacular and unconvincing. The change is quick and irrevocable." The consortium admitted that it had no orders, but the Government insisted that the site was "desperately needed".

By August, 1975, the taxpayers' commitment had already risen from £10m to £14m. There was still no sign of any orders but it was blithely stated, if the worst came to the worst, the whole thing could be converted into a marina and holiday village.

The site was completed in 1976 and the agreement between Sea Platform Contractors and the Government was terminated amid a certain amount of recrimination. Local people were heard to complain that the environmental sacrifices they had been forced to make in order to bring employment to the area now appeared to be wasted.

In July, 1977, the Government offered to lease the site but found no takers. At about the same time the Common Public Accounts Committee began to "take an interest."

pointing out that Portavadie and Hunterston, which at that time had no orders either, had already cost £25m to develop and were costing £400,000 to maintain. Towards the end of the year plans were announced for the local tourist trade had been ruined. Follphail, the name given to the flats built to house construction workers, was a "ghost village" and, to make matters worse, it was disclosed that the Government had failed to acquire the land and was being denied access by the owner. A new suggestion, that the site should be turned into a fish farm, seemed to direct a note of farce to the allegations.

The following spring, more in desperation than in hope, the idea was floated of using Portavadie for naval purposes. Nothing further was heard.

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The waste of funds represented by Portavadie. The entire complex has now been put up for sale through estate agents in Sussex.

Ministry to hold talks on D-notice review

By Peter Hennessy

Guidelines for the first internal review of the working of the D-notice system, which has been in force for 10 years, are to be discussed at a meeting of the Defence, Press and Broadcasting Committee on Tuesday.

It will be the first time since the system was introduced in 1970 that the committee will meet to discuss the working of the system. The committee is made up of representatives of the Defence, Press and Broadcasting sectors.

The committee is chaired by the Minister of Defence, Mr. John Birtles. It was set up in 1970 to oversee the working of the D-notice system, which was introduced by the Defence (Press and Broadcasting) Act of 1969.

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The committee is chaired by the Minister of Defence, Mr. John Birtles. It was set up in 1970 to oversee the working of the D-notice system, which was introduced by the Defence (Press and Broadcasting) Act of 1969.

WEST EUROPE

M Marchais chosen by Communists to play spoiling role in election

From Jan Morris
Paris, Oct. 12

The almost ritual choice of Mr. Georges Marchais as the French Communist Party's presidential candidate for next year's presidential elections, was made today. He is the first candidate to be put forward by any of the four main political groups in France and would be the first to be elected.

Mr. Marchais, 57, was born in 1923 and has been a member of the Communist Party since 1945. He was elected as a deputy to the National Assembly in 1968 and as a member of the Politburo in 1976.

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turn trade lap dogs by the desk.

The early designation Marchais will give him opportunity to make full the media. He is to appear in a long interview on television and films of his past already been shown on news bulletins being the only horse in the race he is sure of most eyes on him.

His acceptance speech was typically rough and hitting. He promised to "bring the whole war machine to the streets" and to "bring his opponents to their knees". He said he was going to "bring a long and hard campaign" and to "bring a long and hard campaign" and to "bring a long and hard campaign".

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From Dr Howard Temperley
Sir, As someone currently working
in the field of British-West Indian
relations I can see no reason why
these papers should not be held to
the University of the West Indies.
On the other hand, I do urge that
the photographic copy kept in a
suitable repository in this country.
As it happens very few scholars
have actually been aware of the
existence of these papers, it would
be an agreeable outcome if, as a
result of this decision, they
became more readily accessible to
scholars both here and in the West
Indies.

Yours faithfully,
HOWARD TEMPERLEY,
University of East Anglia,
School of English and American
Studies,
University Plain, Norwich.

THE TIMES

BUSINESS NEWS

Stumbling into
a new world
monetary
system, page 17

The vital role
of marketing
in industrial
success, page 16

Stock Markets

FT Ind 4663
FT Giks 70.6

Sterling

\$2.4035
Index 76.2

Dollar

Index 83.3
DM1.8045

Gold

\$684.50

Money

3-month sterling 154.15
3-month Euro 13.124
6-month Euro 13.124

Friday's close

IN BRIEF

Bacardi in new legal dispute with Courage

Bacardi, the drinks company, has filed legal proceedings against the Courage brewery, alleging that a substitute rum has been passed off as Bacardi. The move represents the re-ignition of an old dispute between the two parties which peaked in 1978 when Bacardi sought a court order to stop the Courage brewery from using the name. The rum company has now, however, that it started proceedings against the brewery seeking redress for alleged substitution of Dry rum for Bacardi. Bacardi dropped its earlier action when Courage threatened that Bacardi would be served with an order if it were not available, the management would clearly state in its managed house.

Bankers arrested
Ignazio Geronzi, Mariano and Fabbroni, owners, holders and executives of family bank in Naples, have been charged with embezzling 35,000 lire (about £17m) breaking a number of bank laws. Arrest warrants have been issued against three brothers. The Italian Ministry has ordered the liquidation of the Fabbroni bank, founded in 1921.

Exports to Brazil
Paraguay will raise its petroleum exports to Brazil by 100 barrels a day to ease the fuel situation which Brazil faces with the reduction of oil from Iraq.

Canadian deficit
Canada's balance of trade in products with the United States has produced a deficit of \$1,110m (£448m) in the first half of 1980. Statistics Canada reports that the deficit is from Ottawa.

Machine tool dilemma
The future of the machine tool industry rests more on investment than export performance, according to a report by Inter Company Commission which says a lack of flexibility has meant a loss in making efficient use of highly skilled and expensive labour force.

Exican buyers
A delegation of 18 Mexican industrialists has arrived in Britain on a two-week machine buying mission. The visit, sponsored by the Machine Tool Users Association, follows a rise in sales by United Kingdom firms to Mexico in the first half of 1980. In 1979 figure was £1.6m.

Mortgage priority
The Abbey National, Britain's largest building society, has earmarked £500,000 for a new incentive scheme agreed with the Welsh Development Agency. Borrowers moving to factories in Wales will be given priority for loans.

Aluminium inventory
The total aluminium inventory reported by the International Primary Aluminium Institute was 3,639 million tonnes at the end of August compared with 3,477 million tonnes the previous month.

Clear agreement
ATG and Nuovo Impi, of the Italian ENI, have come to an agreement for the standardization of manufacturing and engineering of components for the gas energy industry.

Culture computer
The Agricultural Finance Corporation in Zimbabwe has hired a £10,000 ICL computer to handle some of the uniting of its 23,000 herds.

Government set to tighten controls on growth of short-term money supply

By Melvyn Westlake
It now looks certain that changes will be made to the present methods of controlling the money supply. The details will be announced in a few weeks, but it seems increasingly unlikely that the Government will adopt the radical system of monetary base control where the commercial banks are obliged to keep a specified proportion of their deposits at the Bank of England and interest rates are set by supply and demand.

More probably, changes will be aimed at achieving greater short-term control of monetary growth broadly within the present system, retaining some discretion for the authorities over the level at which interest rates are set. To do this, the Bank of England and the Treasury have been looking at ways of smoothing government expenditure, tax inflows and borrowing throughout the financial year. They are also considering new ways of marketing government securities, for example by putting bonds up for auction.

It is hoped that by smoothing the flow of funds in and out of the Exchequer, it would be possible to reduce the fluctuations in the growth of the money supply. Wild short-term fluctuations are not only destabilising but also cast doubt on the Government's resolve and its ability to control the growth of the money supply in the longer term.

Chancellor reinforces pay warning

Sir Geoffrey Howe, Chancellor of the Exchequer, said yesterday it was crucially important that cash limits on public sector spending should be strictly observed. He said that the 14 per cent allowed in the current financial year.

The Cabinet would pay "crucial attention" to public sector pay in drawing up the cash limits for the coming year, and the increase for which we are going to have to be sharply lower than the increases last year.

"If they follow the path of rising prices, they find it increasingly difficult to sell coal, which looks overseas where they can get it cheaper. Then the coal industry begins closing pits. In the end, in a nationalised industry like coal, high pay rises mean fewer jobs."

Bonds could finance expansion of Telecom

By Bill Johnston
New ways of financing expansion in British Telecom are to be discussed at meetings tomorrow between the Post Office, National Council and the Telecommunications Users Association.

Renault chief attacks Japan over exports

By Clifford Webb
Midland Industrial Correspondent
Mr Raymond Hannon, head of Renault's worldwide operations, yesterday accused the Japanese Government of deliberately manipulating the value of the yen to boost exports to the West.

In the most outspoken attack on Japanese car imports yet made by a European motor industry chief, he said: "In my view, and the view of many others, the very favourable Japanese balance of payments position bears no relation to the depressed value of the yen."

Economist advocates big cuts in government's business involvement

As President Calvin Coolidge declared 50 years ago: "The business of America is to be run by Americans." Mr Reagan, if elected, will appoint a flock of businessmen to his cabinet. Mr Alan Greenspan is a prime candidate for the post of Treasury chief.

Millionaire tipped as Reagan Treasury chief

Three Congressmen keep being mentioned for the State Department post. In Washington's corridors of gossip and at dinner parties in the capital where guesses and hard facts often become mixed up.

Mr George Shultz, vice chairman of the Federal Reserve and holder of high offices in the Nixon administration, including Treasury, is one strong candidate.

Engineering council widens split over proposed supervisory body

By Derek Harris
The Council of Engineering Institutions told the Government over the weekend that it has strong reservations about the Government's draft charter for a new body to oversee the engineering profession.

The Engineering Employers Federation and the Confederation of British Industry will put their cases to the Department of Industry this week.

until it is plain whether the profession can produce a consensus view. But there is clearly a limit to Sir Keith's patience, especially as he is likely to meet Labour Party demands early in the new session of Parliament for a debate on the Finlinton report.

BSC plans further management changes

By Peter Hill
Steel industry unions have been assured by Mr Ian MacGregor, the British Steel Corporation chairman, that they will be fully consulted before the company submits its corporate plan to the government in December.

MacGregor consultation promise

The undertaking was given during a two-and-a-half hour meeting between Mr MacGregor and Mr William Sims, general secretary of the Iron and Steel Trades Confederation. Mr Sims had requested an urgent meeting with the steel industry chairman on hearing reports at the end of last week that the corporation was planning a further three million tonnes cut in capacity and the shedding of 25,000 jobs.

ICI cutback may mean fibres plants will close

By John Huxley
Cuts will take place at all seven of ICI's man-made fibre plants after the meeting of the group's board today to consider the future of the loss-making division.

Delay over airline shares sale

The Government has deferred by at least a year its plans to offer to the public a "substantial minority" interest in the first instance of British Airways shares. The move will be regarded by the Government as a major U-turn by the Government.

THE POUND

Bank	Bank	Bank	Bank	
buys	seils	buys	seils	
ralph 5	2.96	Norway Kc	12.62	11.52
ria: Sch	31.99	Portugal Kc	12.00	116.90
200 1	69.80	South Africa	Kc 1.08	5.87
de 3	2.26	Spain Fla	179.75	172.75
mark Kc	13.75	Sweden Kc	10.37	5.96
and bank	9.44	Switzerland	Kc 1.08	5.87
ce Pa	1.19	US & Fr	2.46	2.39
any DM	4.83	Yugoslavia Dmg	76.50	71.50
ce Dr	106.09			
200 1	11.75			
ed Pa	1.19			
Lic	2150.90			
200 1	535.00			
erlands Dk	4.57			
	4.63			

Notes for South American bank notes only, as supplied by the Bank of London.

Different rates apply to travellers' cheques and other foreign currency business.

MANAGEMENT

Edited by Andrew Goodrick-Clarke

LETTERS TO THE EDITOR

Now that the crutches have fallen away...

We open a debate this week on the merits or otherwise of British marketing. The question put to three experts was "Are the British bad at marketing and, if so, has this been an important cause of our poor industrial performance since the last war?" Their views, which we shall publish during the next three weeks are revealing. So is the story of a major marketing success by a British company which will be part of the series. This week Adrienne Gleeson introduces the debate with a consumer's view while Eric Morgan (right), managing director of British-American Cosmetics, suggests that British marketing suffers from some fundamental weaknesses.



now in dire straits, which has not merely subcontracted all sales and servicing on one of its product ranges, but has also ensured that only its subcontractor can buy the spare parts.

But, though such experiences suggest that there are still plenty of British companies in which marketing comes first, selling comes second and satisfying the customer comes a long way after that, it is fair to say the whole of British industry with the same brush?

Some British industries have always been intensely aware of their customers' requirements, though they have tended to be those operating in the competitive domestic market (soap powder, convenience foods, life insurance) rather than the big world-wide ones. Others have become acutely conscious of their customers' requirements over the past two decades (construction companies, furniture manufacturers, book publishers) or, on the other hand, recently still (British Rail).

It is far as companies have become more sensitive to their customers' needs it has been in response to increased competition, and for many British industries competition has not been a serious problem until quite recently. It was not until the early fifties that rationing was abolished in Britain; it was not until the late fifties that restrictive practices legislation was introduced, and it was not until the sixties that resale price maintenance became illegal.

For most of the sixties and the early seventies Britain enjoyed a series of economic booms which helped to shield its companies. Almost all had been the Empire and the English language—crutches to the weak as well as springboards to the strong.

Now that the crutches have fallen away, the questions we are asking are these: what is the British capability of identifying what people want? Can they make and sell it at a price that people are prepared to pay? Because, if not, we might as well resign ourselves to continuing economic decline.

Appeals to "Quality" and "Country" are likely to induce the British to buy what they do not want. And they certainly will not work with the rest of the world.

Eric Morgan

Britain will share in work on nuclear reactor

From Mr B. W. Skelcher, Sir, Contrary to the statement made by C. A. Haron (October 7) there is no proposal to build a fast breeder reactor at Sizewell. What the CEGB has said is that it intends to seek permission to build a pressurised water reactor on that site. There is, of course, an enormous difference between these two reactor systems.

Speaking personally, I have some sympathy with his "Buy British" argument and I am saddened by the fact that this country, which two decades ago, led the world in the peaceful deployment of nuclear power, should now have to go abroad to buy its reactor systems. It would strike an interesting study to inquire how this decline has come about. I

suspect that the British disease of indecision, political expediency, and the other factors which seem to stagnate the initiative of some of our large industries, have all played their part.

However, this is not for the CEGB, whose task is to provide the consumer with a cheap and reliable source of electricity. It is clear from the fact that so many other countries have chosen to build FWRs that they may have advantages which the CEGB cannot afford to neglect.

Even if Sizewell B is built from a Westinghouse FWR design, not all the work will go to America. Indeed, the construction will be carried out by British labour. British firms will supply a large part of the peripheral equipment, as well as major items, the turbines and alternators, which are perhaps too early to what proportion of it cost will be spent abroad. It will certainly not be a major part.

As far as the Minister's Reserve is concerned, the "A" station seems to have caused little inconvenience to our feathered friends, even have encouraged them. Yours faithfully, B. W. SKELCHER, FWR Technical Officer, Central Electricity Generating Board, South Eastern Region, Sizewell Power Station, Near Leiston, Suffolk, IP15 4UE, October 8.

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Indonesia's textile exports to Britain

From Mr Anthony D. R. Holland, Sir, It would appear that Mr Mabey (October 5) has been misled by Indonesian propaganda about the current situation in the textile industry in Indonesia. The bulk of the textile industry in Indonesia is in the hands of a few large firms, many of whom also have trade links with the United Kingdom. Imagine how they would feel if Britain were suddenly to accord Indonesia special favours.

There are many in the textile trade who think the 1980

Indonesian quotas are extremely generous for a relatively new supplier. For example, 315,000 trousers, 125,000 blouses, and so on, almost threatening request for a quota of more than 2,000,000 shirts is not surprisingly being actively resisted by the Government.

What is not generally known is that Indonesia was, between 1950 and 1975, a substantial buyer of wool cloth from Britain. Since that date, imports of our cloth have, for political reasons, been subject to periods of total ban or partial import duties ranging from more than 100 per cent to a current 76 per cent.

Indonesian textiles, while subject to quota, enter Britain duty-free. Yours faithfully, ANTHONY D. R. HOLLAND, 7/8 Warwick Street, London, W1A 3AQ.

Buy British appeal

From Mr J. C. Birnie, Sir, Michael Edwa British Leyland is urgently pleading with the public to buy British goods.

It was reported in the industrial that one of the reasons sales manager had missed was that he had back-£250,000 worth of stock. I think Sir Den should explain the in which NCB contr awarded and who. Yours faithfully, J. C. BIRNIE, Cheesemore Works, 53 Ley Street, Ilford, Essex, IG2 7RH.

EEC consumer representatives

From Miss Ann Davison, Sir, While your Business Diary comment of September 19 was right to point out the discrepancy both in resources and numbers between consumer representatives and their business counterparts, it would be a pity if readers were to gain the impression that volunteers like Anne Thomas receive little or no organisational support for their important work.

On EEC matters, such as the proposed legislation on the European trade mark, it falls to the CECC (Consumers in the European Community Group) to coordinate the work of the United Kingdom consumer movement and to provide whatever staffing and administrative help is possible for volunteers representing

United Kingdom consumers on EEC committees. In this case, because of the technical nature of trade mark legislation, we have set up an expert working party which includes lawyers to advise Mrs Thomas in her work for consumers.

Twenty-two member organisations, six on the CECC, which are initially provided the nomination the CECC members working for consumer interests in the EEC receive help from the group as a whole.

Yours sincerely, ANN DAVISON, Secretary, Consumers in the European Community Group (UK), 29 Queen Anne's Gate, London SW1W 9EU.

Book-loving snail

From Master James Sir, Reading Mr Hay MP's letter (10) reminded me of experience at my first couple of years ago, book into school, where we kept three the morning I discovered snail had escaped; part of the cover of the title? It did read Snails and Ladybirds.

It's now All and Ladybirds and Yours faithfully, JAMES WILLIAMS (aged 9), 76 Deering Road, Reigate, Surrey.

"The British" are not bad at marketing—some Britons are. British consumer goods companies are generally more skilled in the marketplace than their European rivals and the best British firms are the equal of anything found in America.

There are reasons for this, including the fact that many marketing executives in Britain were educated in American companies. Even more important, however, is the effect of competition; consumer goods companies have not just noticed that the world is hard—they have always had to fight for their lives.

Sickly consumer goods companies simply die off like Spartan babies exposed to the chill winds of professional competition.

Heavy industrial companies in Britain have not had the same experience and, for the most part, have not developed the same resilience. For many years they have lived cosily with few competitors, in a protected environment, able to survive in spite of poor design, poor service and unprofessional attitudes.

Part of this protection has been the short-sighted comfort of a soft currency. This works in two ways: it allows you to sell overseas at your normal prices in the local currency and so you

bring home more pounds sterling with which to protect profits while paying for inefficiency and low productivity in the British factory and/or it enables you to sell poor quality goods and give poor service because your goods are so cheap that the overseas buyer cannot resist them.

Such protection is dangerous because these mechanisms do not go on working indefinitely. Eventually the inefficiencies produce such cost increases that the goods can no longer compete on price. Meanwhile, the products and services have become nasty as well as cheap and so now there is nothing left to recommend them.

Years of talk about the virtues of devaluation have joined with domestic propaganda in favour of cheapness to produce a very dangerous attitude of mind in our country.

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charmingly tolerant way to live a life of low pressure, but it is not efficient; it soon leads to discontent and to all the pressures resulting from uncompetitive economic performance.

Social attitudes in America, Germany, Switzerland and Japan are different from ours. They live with competitive pressure and consider it respectable. Most of the time their currencies have been hard or very hard.

They have had no option to export goods which were cheap, no matter how nasty they could have designed them to be. So they have taken the other approach. They add value. They concentrate on quality, reliability and service.

These cost money—but consumers are glad to pay higher prices if they get value for their money. Cheapness is not best; what matters is value.

There is an added bonus in such an attitude—it produces strength in your domestic market as well as ability to compete outside your borders. If you have value to offer to your local consumer, you do not need to worry about foreign competition, nor to clamour for that other short-sighted protection—import restrictions.

You must, of course, communicate this value to your consumers by means of relevant advertising and sales promotion. The main weakness is one of

he must turn up between 9.30 am and 5 pm, Mondays to Fridays (take time off work to buy British?) and make do on a 20-minute spin down the road with a salesman in the back. In this case the agent's Italian competitors not merely arranged for a Saturday trial but turned the car over for half a day.

Then there are the failures of after-sales service. Like the appliance manufacturer whose products came back from repair completely unusable, when they went away only faulty; or the large engineering group,

attitude. To correct it, the marketing concept needs to be widely embraced by British companies, particularly those in heavy industry. They are especially important to us because their potential exports represent a large total value; a few tractors or industrial machines or construction projects soon out-value millions of bottles of Scotch or toilet water or cans of beans.

It is perhaps understandable that manufacturers of mighty machinery are preoccupied with their product rather than with their customers; after all, such work demands great inventiveness, advanced skills of implementation and the deployment of great quantities of money. But, however understandable it may be, the comparatively simple and lovely tasks of marketing cannot be denied. Consumers insist on being taken into consideration and, if they are not, it is easy for them to take their custom elsewhere.

The marketing concept may be over-simplified as making profit by means of repeatedly satisfying consumers. Many clever people find profit boring. If not vulgar, and they have a similar attitude towards customers. Selling is seen as trivial and low class compared with invention and production.

Actually, it does not matter whether this is so or not.

Ronald Pullen

Sydney Paulden

Putting the bubble back into Moët

Champagne, cognac, perfumes—as a leading producer of all three luxury items, if any one company could lay claim to encapsulating *la bonne vie française* then it would surely be Moët Hennessy. Since first acquiring an interest in Parfums Christian Dior in 1968 and then merging with the Hennessy cognac business three years later, Moët has spent most of the last ten years consolidating its position in these "typically French prestige products".

But the management now finds itself something of a victim of its own success. With such a dominant position in these three markets it sees little chance of repeating the growth of the last five years, when both sales and profits have almost doubled and will be up at least another fifth this year. The search is now on in earnest to find a new engine for growth in the 1980s.

The problem is finding that fresh direction—another window to open—rather than

strict diversification, as joint vice-chairman M. Alain Chevalier delicately puts it—that will allow the existing "up market" activities and not degrade the image on which its past success rests.

There has been no shortage of offers to take over prestige names in jewellery, furs and hotels and it has made approaches to certain British "names" (Dunhill, Asprey?). And perfume companies—Givency and Helena Rubinstein must certainly come on the market regularly.

But Moët rightly believes that any deeper involvement in the beauty products field would be self-defeating since it would compete directly with its own Dior and Revlon ranges. As market leaders in both champagne and cognac, it believes that there is no great room for expansion there either, in spite of the recent success of cognac in the United States market where sales have doubled in the past five years.

Champagne is still the bed-

rock of the group, providing almost half of turnover and three-fifths of profits, but here, too, the last few years have only reinforced worries about the ups and downs of an agricultural-based industry.

Bad harvests in 1978 and 1980 have meant that Moët has lost the equivalent of one year's production and rising grape prices have forced the group to set aside large reserves—161m francs (about £10m) last year alone—to cover price increases.

Wines would be a fairly natural extension of its present range of interests. But Moët has had a less than happy experience with its sparkling wine vineyards in the Napa Valley in California, which are only now moving from losses to a small profit.

In any case, wines would not suit Moët's financial objectives. In London last week Moët executives were confident that they had identified the right sort of research-based activity to produce the new phase of growth for the 1980s and will

at the same time maintain the identity so assiduously built up during the 1970s.

In preparation for such a major move, Moët announced ten days ago that it was raising 210m francs by way of a one for six rights issue, increasing the share capital by an eighth. A fairly big rise in the French standards, it would have been more but for the dilution it would have caused for this still essentially family-controlled group.

Part of the money will be used to fund its purchase earlier this year of Schieffelin, its main United States distributor, but the rest is in reserve for the imminent expansion.

This week top directors will be touring the main European financial centres to drum up support for what used to be one of the most internationally-owned of all French concerns because of its unique monopoly position. The next step will be crucial.

Ronald Pullen

Schools competing for computers

The sum of £55m of public money allocated by Mr Callaghan's Labour Government to foster an interest within British industry in the wider applications of microelectronics was, contrary to the fears of many, not acted by Mrs Thatcher. The MAP scheme (Microprocessor Applications Project) was allowed to continue to increase industry's awareness of microelectronics in every sector.

However, the scheme came up against a major unforeseen ob-

stacle. MAP has already provided cash grants for over 1,500 feasibility studies for individual United Kingdom manufacturers willing to investigate how microprocessors can upgrade their products or processes.

It has also approved 25 per cent grants towards the costs of 300 different microelectronic development projects. But it has found a severe lack of people in industry with the skills or the inclination to staff the new projects. Not enough people are taking an interest in electronics at an early enough age.

In the words of Mr David Mitchell, Parliamentary Under-Secretary of State for Industry: "If we are serious in this country about creating a new climate to reverse our industrial decline, then we must recognize that the spread of computing in schools is a key factor in developing that climate."

Accordingly, the Department of Industry has bought a hundred microcomputers, each valued at £2,000, to be given to secondary schools that put forward the best ideas for using them. There have been over 660 entries for the competition.

Common to almost all the entries, says Mr John Major, head of the Department of Industry's electronics applications division, "is the sense that the schools have been let down by society and by industry."

The entries prove that the young people of Britain could use microcomputers and processors imaginatively, but that there is a sorry lack of electronic equipment with which to pursue the interest.

"This," the DoI believes, "is one of the prime reasons why there are not the sixth formers and graduates coming forward

to strengthen industry's launch into the microelectronic age." The 100 computers (manufactured in Britain by Research Machines of Oxford) have a wide range of software developed for use in schools. They are to be presented to the competition winners next month.

About 20 further computers are also likely to be available for distribution to schools as a result of contributions made by a very few organisations, such as BAT, Shell, the Post Office and the Institute of Electrical Engineers. The support for the scheme from industry at large, however, has been disappointing, probably largely owing to the fact that industry has not been very aware that its financial support was required.

Sydney Paulden

London Bridge to Mexico.



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BY THE FINANCIAL EDITOR

Underwriting the entrepreneur

he odd thing about the debate in the cabinet due on Thursday on a loan guarantee scheme for small businesses is almost complete absence of any real public discussion which has taken place in the past.

This vacuum has arisen in spite of the fact that the general idea has been constantly in the offing ever since Mr Harold Wilson's first small business package during the last Government. The debate has never opened simply because the Opposition has never come out into the open with the exception of the Industrial and Commercial Finance Corporation's evidence to the Wilson Committee. As a result, the arguments against have emerged in a somewhat muffled form but they break down into a broadly economic and the more technical banking considerations.

The economic arguments centre on the increase in the Public Sector Borrowing Requirement implied by the scheme, by some estimates, £500m which would go into the hands of Government underwriting.

This would both tend to depress interest rates and generally add another £100m to the management of the gilt market. This "obvious" response is that guaranteed notes that involve ploughing sources into productive industry, surely serve at least to be able to compete with existing vast portfolio of Government securities.

In addition, of course, experience in other countries suggests the scheme would be profitable overall, though estimates of the rate, varying from 2 per cent to 8 per cent, are clearly a significant uncertainty.

On the banking side the arguments are already now polarising into something resembling a slanging match as to whether banks can do the job or not. The arguments that they cannot centre on their preoccupation with a set view of gearing, a need for security as well as on their preference for overdraft financing, all its attendant uncertainties as far as the businessman is concerned.

The banks are replying by saying they are giving higher levels of gearing these days by introducing schemes tailored to small businesses, both of which have failed to address the lobbyists. Finally, of course, the manager whose position will be underwritten by a centralised loan agency.

In balance this debate is far from over a hurried rejection on Thursday would make sense. The pro-small business case is now to draw in the Chancellor some form of inquiry into the situation. But, although the arguments recently favour the lobbyists, the decision will probably be based on the disability attached by the Government to ability of small businesses to generate employment and that is an imponderable.

I shares
fter the
an-Iraq war

ilities in the Gulf have underlined just much sentiment in the oil share market changed since the early summer. A year there was no holding the stock market the aftermath of the Iranian revolution this time round investors have convinced themselves that in spite of the potential occasion to the West's oil supplies, the crisis of Hormuz are closed, oil prices are going to jump again to provide the tors with the profits bonanza they ended a year ago.

var between Iran and Iraq has also put i for the time being to the carefully laid is of Saudi Arabia to introduce a system on-term predictable and automatic oil e increases. As fighting between two of member countries continues, Opec looks ore disarray than ever.

he arithmetic of oil supplies is such that if there were no increase in production by an Opec member to make from the losses from Iran and i stocks in the West would still be 1 higher than normally acceptable at end of this year at well over 100 days sumption.

The setback in demand in the West has meant that if they wanted Opec members could make up nearly all the loss from Iran and Iraq by bringing their output to the maximum levels achieved during the past two years.

Production is being increased but capacity over the duration of the war, the possibility that it will spread to the Gulf states and the damage caused to oil installations has already been sufficient to put a stop to the softening of spot prices and pressure on the top quality crude producers to lower their official prices.

There is no talk any more of reduced North Sea contract prices for the fourth quarter, which presumably will be good news to the Government now in the throes of trying to interest the general public in the North Sea with the issue of oil bonds linked to production from certain offshore fields.

The new situation has, however, brought down the relative decline of the United Kingdom oil share market that has been going on for the past three months on fears about steadily declining earnings from the two United Kingdom majors. Secondary oils, too, have come in for a more rigorous reassessment in recent months on the realization that their North Sea oil reserves are being valued much more highly than the majors.

Companies without the cheaper Saudi Arabian crude remain at a disadvantage—though smaller than it was before the Opec Vienna meeting—to those (Mobil, Exxon, Esso and Chevron) whose partners with whom they are sharing supplies. While slack demand is making refining barely profitable and downstream activities like chemicals are loss-making, Opec's earnings prospects look as though they will continue through most of 1981.

Faced with that, many fund managers are now switching their attention to the United States, domestic oil companies which have been saving performers on Wall Street for the past two months because of their above average earnings prospects as price de-control works to their advantage, at a time when the United States majors will be struggling with their downstream businesses.

All investment implies a balancing of risk and reward. But the difficulty, some would say, the impossibility of doing this in the case of the Zimbabwean annuity issued in compensation to Rhodesian bondholders makes the stock unique.

It is quoted in the market in terms of the right to £100 of gross annuity payment per annum. Dealers are pricing the Government of Zimbabwe Settlement Term Annuity 1981-88 at £132, ending a buyer to 16 equal, consecutive, half-yearly payments of £50 a time. This first will be in mid-April next, the last (if all goes well) will be on October 15, 1988.

Dealers, feeling their way through a murky, closed the stock on September 26, the first day, at £130.

At the end of last week it was back to £130. The problem is that the concept of a speculative annuity is a little bit strange. It is like the £132 will buy you £100 gross for eight years. The political risk is obvious. Less obvious is the difficulty that the credibility of any government, let alone that of Zimbabwe, is either unquestioned, or open to question. Either it meets its commitments, or it does not.

So the Settlement Annuity is like a stake in a South African gold mine, and it is not like one.

The two are alike or at least similar in political risk, but gold shares do represent a stake in an asset, even if a wasting one. But if Mr Robert Mugabe of Zimbabwe goes, who follows and on what terms?

For some, a second problem is the attitude of the Internal Revenue. The Zimbabwean stock represents after its life a retirement of capital and interest in varying proportions which may affect an individual's tax position. Dealers guess that the first payment on the stock, virtually certain to be made, will be of immense psychological importance.

So it should be. Meanwhile they must kick their heels, waiting either for the toppling of Mr Robert Mugabe, the Prime Minister, or the new government getting a lot more international aid. As of now, it seems to be making heavy weather.

While we have all been looking the other way, the international monetary system has been reformed. Not with a bang and an international agreement, it is true, but just by the pressure of events.

We have, to all intents and purposes moved off the dollar standard to a new set of arrangements in which countries have accepted the idea that they must have multicurrency reserves. The change opens up some intriguing options for further development.

Money is a medium of exchange and a store of value and to fulfil those roles we need some measuring rod to compare it against. Until 1971 that measuring rod was the dollar. The world's currencies, with very few exceptions, had a fixed parity against the dollar which their governments defended with greater or lesser conviction.

President Nixon's measures of August 1971, which ended dollar convertibility, broke up that system, but left the world with a dollar dilemma.

Although the United States currency could never again have the same certainty, the world had nothing to replace and in the early years of floating rates most countries set their exchange rate targets in terms of the dollar. The overwhelming majority of official reserves other than gold were held in dollars, and dollar stability was seen as the key to international currency stability. Long after it had ceased to be practical the world yearned for a dollar standard.

There was a sound reason for this. There was a difference between holding on to some thing which has outlived its usefulness and actually choosing to invest new money in it; and it quickly became obvious that the world's currencies had to hold over 80 per cent of their reserves in devaluable dollars when only about a third of the world's trade is accounted for by the United States.

There are two ways of coping

Stumbling into a new world monetary system

SHARE OF NATIONAL CURRENCIES IN SPECIAL DRAWING RIGHT VALUE OF WORLD OFFICIAL RESERVES (per cent)

	1973.II	1974.II	1975.IV	1976.IV	1977.IV	1978.IV	1979.IV	1979.IV Excluding ECU*
US dollar	84.6	84.3	85.1	86.6	85.1	82.1	85.1	77.8
Pound sterling	7.0	7.1	7.1	7.1	7.1	7.1	7.1	7.1
Deutsche mark	5.6	5.5	5.6	5.6	5.6	5.6	5.6	5.6
French franc	1.0	1.0	1.3	1.3	1.3	1.3	1.3	1.3
Swiss franc	1.2	1.6	1.7	1.6	2.2	2.0	2.6	3.1
Netherlands guilder	0.3	0.4	0.6	0.5	0.4	0.5	0.7	0.7
Japanese yen	—	—	0.6	0.6	1.2	2.5	3.3	3.6
ECU	—	—	—	—	—	—	14.7	—
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

1 First quarter
2 European currency units
Source: IMF Annual Report 1980.

with this problem. One is simply to let the market decide and say that if countries want to switch their reserves out of dollars into something else, whether it be gold, an international currency or some other national currency, such as the mark, they should be allowed to do so.

The disadvantage of pursuing such a course is that the huge move out of dollars on the capital account which this implies has deeply disruptive effects on world trade. The problems which this can cause were vividly exposed during the recurrent dollar weakness of the late seventies. A new factor was the existence of huge surpluses on the current account of oil rich countries such as Saudi Arabia. In the first phase, these funds flowed into the United States and were held in dollars.

But there was a difference between holding on to some thing which has outlived its usefulness and actually choosing to invest new money in it; and it quickly became obvious that the world's currencies had to hold over 80 per cent of their reserves in devaluable dollars when only about a third of the world's trade is accounted for by the United States.

There are two ways of coping

more dollars than they needed made the dollar vulnerable. The fact that the dollar was vulnerable made countries want to get out of dollars.

The second solution involves a formal system. The International Monetary Fund attempted to solve the problem by means of a substitution basket. But this has so far come to nothing. At its heart, the proposal involved swapping dollars in countries' reserves for obligations issued by the IMF dominated in the fund's own currency, the special drawing right (SDR).

The scheme had a double attraction. It provided a way of easing countries out of their excessive reliance on dollars and into an asset whose promotion has long been one of the prime goals of the fund. The substitution account has so far foundered on the problem of reaching any agreement about anything which benefits the world money system. On top of that, the SDR itself has been unattractive to hold.

One reason is that as a political creation it is susceptible to political pressures. Developing countries have demanded that SDRs be created to provide aid, the so-called SDR "link" with aid. Another reason is that, in the past, the technical structure of the SDR has been unattractive. Its value has been determined

by using a basket of 15 currencies, but the interest rate is determined by looking at only five of those 15.

Since the currencies used in deciding the interest rate are the five strongest, the interest rate has been fairly low. Then, because the overall value of the SDR was determined by including other weaker currencies, holders of it ended up with the worst of all worlds; they got neither high income nor capital appreciation.

The disadvantages of the special drawing right are now being rectified. The number of currencies used to determine its value has been cut to the same five in the interest rate basket. Its use is being expanded by the fund, making it clear that it will use SDRs in the markets if it needs to go there.

But the SDR is not yet a viable alternative to the dollar, though the recent changes make its prospects for playing a long-term role in the world monetary system better. There is even renewed interest in the idea of a substitution account.

However, while all this has been going on, the reserve currency role of other monies, most notably the German mark, has grown substantially and seems set to expand more. In 1973 the dollar was twelve times as important as the mark in official reserves; at the end of

1979 it was only six times as important.

Countries have shown a positive interest in acquiring three currencies—the mark, the Swiss franc and the yen. The governments with these three currencies traditionally reflected the idea of allowing them to become reserve assets. In most cases they imposed strict restrictions to prevent it happening.

In spite of this, their role has grown and there has been a change in attitude.

No one is positively welcoming a reserve role, but the countries in question have come to terms with the inevitable. In part this has been because, often for the first time in many years, they have had to find current account deficits. The German response, for example, has been to sell Deutsche mark denominated securities to Saudi Arabia, thus accepting that marks will form part of Saudi Reserves.

It is this change which has overcome the problem of an alternative to the dollar. And the existence of a number of reserve currencies means that countries no longer need to put all their eggs into one basket.

The scale on which this change has occurred is not fully shown by the table, since the industrial countries in the Group of Ten have been forced to absorb their own reserves in recent years, thus making the diversification carried out by other countries. There has also been the ending of sterling's major role as a reserve currency.

But the change has now definitely arrived and with less pain than many thought inevitable. It will not, on its own, solve the problems of the world economy and it will not prevent there being some nasty whiplashes over the years ahead. But we have, almost by accident, blundered into a new monetary system which should provide a more stable basis for development in the future.

David Blake

Patrick Knight

The Gulf war—another misfortune for Brazil

Sao Paulo

The Iran-Iraq conflict has ended Brazil's hopes of holding its trade deficit below the \$2,000 mark this year and provided yet another twist to the country's growing financial problems.

Throughout the year there has been persistent discussion among bankers about how soon Brazil would be thrust into the arms of the International Monetary Fund. It reached a crescendo during the annual meeting of the fund in Washington earlier this month and now it does indeed seem likely that the country's leaders will have to turn to the IMF during 1981, particularly if the fund starts recycling petrodollars in a big way.

Brazil has struggled hard to pull inflation below 50 per cent and bring stable trade into balance this year, but she has failed. Exports have increased by an impressive 35 per cent in value and 15 per cent in volume, but the cost of imports, mainly oil, has risen even faster. The trade deficit has now reached \$2,400m and it cannot be reduced much before the year's end.

It had been planned to run down the country's high oil stocks by about \$1,000m worth to ease the pressure, at least psychologically. But Brazil buys 70 per cent of its oil from the Gulf and a run-down of stocks can simply not be done.

This year, between \$12,000m and \$14,000m had to be raised on world money markets. Next year Brazil will have to find

the same again, together with enough to cover the eventual trade deficit. Bankers here say that the money has been forthcoming this year, and that only \$3,000m has to be raised before the end of the year but recently the country has had to pay far higher spreads than when she was the privileged darling of the banking community.

Reserves, a healthy \$10,000m at the beginning of the year, will have shrunk to half of this by the end of the year, and can hardly be reduced any further. The country's leaders will have to turn to the IMF during 1981, particularly if the fund starts recycling petrodollars in a big way.

The spurt in Brazil's exports has brought the ratio of debt to export earnings lower, and the debt still remains only a quarter of gross national product, lower than for many developing countries. But the problem for bankers in head offices in Europe and North America, is the actual size of the sums concerned. The debt now stands at \$55,000m and will end the year at a probable \$58,000m.

These huge sums are an increasingly uncomfortable weight for the private banks to hold on their own. They would like an international agency to assume a much greater role and the IMF seems ready to do so.

Brazil could draw more than

\$5,000m from the fund without too much formality. Private bankers say they will be willing to take on Brazil's full borrowing needs again in about two years time, when the loan repayment peak is past. From then on it can be left to them once more.

Resorting to IMF support is a difficult operation for a Third World country such as Brazil. Even for Brazil's right-wing government, the tough demands of the IMF are a heavy burden. IMF managers have imposed in the past are difficult to swallow politically. During the past year tough measures have been applied to Brazil anyway, without either reducing inflation or balancing trade.

The currency was sharply devalued last December. Fiscal incentives for exporters were cut; public sector spending was curbed by 10 per cent in the middle of the year, and work on many public works, roads, and a steel mill being built with British help—is now at a standstill.

Credit for industrialists and consumers has been squeezed hard. Subsidies on oil products and wheat, the heaviest foreign

exchange consumers, are being removed, although this tends to increase, rather than cut, inflation in the short term. Wage increases are at lower levels than inflation.

Despite all these measures the economy will grow by about 6 per cent this year, and ministers in Brasilia dare not take steps which would cut this rate. It would be a sure recipe for social unrest, and a consequent forced return to the bad old days of political repression.

Dr Delfim Netto, the bankers' darling, has said that employment is his toughest problem. Just to keep pace with population growth, 1.5 million new jobs are needed each year and 40 per cent of the existing workforce is still chronically underemployed.

The reason why bankers take a fairly sanguine view of the medium term is that tremendous efforts have been made to hold imports steady. Oil imports have not risen this year; home production has risen, and the substitution of alcohol, coal and hydroelectricity for oil is growing.

Several new mineral export-

projects are nearing completion, while food exports have been up in volume this year. Except for sugar, earnings have been hit by low world prices, but next year should be better.

Most economic managers predict that the corner will be turned next year, although if projects are held up too much this will be delayed. It is forecast that exports will be significantly up again, inflation will fall (as it is at last beginning to do) and the oil bill will be held steady.

This is the joker of the pack, of course. Try as she will, Brazil still has to import \$200 billion of oil a day and will continue to do so for the foreseeable future.

However, as Brazilians point out with some irony, the bankers need Brazil at least as much as Brazil needs them. There is no question of the country suddenly being abandoned to its fate. The world's monetary system could not stand the jolt.

The sums involved are far too large, although in a weaker position than previously, Brazil, as the third world's largest creditor, can still call many of the tunes.

The North steps up its links with the 'Nordic Five'

Industry in the regions

A new initiative designed to lead to increased trade between the northern half of the United Kingdom and Scandinavia and eventually, it is hoped, to new factories and new jobs in depressed areas is already showing signs of success.

The Nordic Business Forum for Northern Britain (NBNB) was formed in March this year and already has 200 members. They come from industry, commerce, financial institutions, regional and local government; and a healthy number of companies from Norway, Sweden, Denmark, Finland and Iceland—the Nordic Five—are represented.

The idea originated from discussions between the Nordic Council in the North-east and a small local committee. The area covered stretches north of a line drawn from the Mersey to the Humber, including Scotland, the Orkneys and Shetlands, Northern Ireland and Isle of Man. The population, some 22,500,000 people, is, by chance, roughly the same as that of the five Nordic countries, which totals just under 23 million.

The aim of the new organization is "to encourage the greater flow of trade between Northern Britain and Scandinavia because many areas of the North already have strong trading links with the Nordic countries and direct sea and air services to support these links. There are also strong cultural and historical links between Northern Britain and Scandinavia. Mr Kenneth Robinson, spokesman for the NBNB and, for that matter, the Tyne and Wear County Council, points out: "The aim is to seek out and maximize trading opportunities within the area as a counterpoise to the developments which are taking place within the heartland of continental Europe or what is now known as the golden triangle."

Richard Evans

Mr Robinson added: "It is also to encourage forward investment from Scandinavia. From the Scandinavian point of view investment in Northern Britain can help to offset the concentration of economic resources in Europe which the long-term detriment of all Scandinavian countries."

The interest of the Scandinavians is thus established. Norway and Sweden are associate members of the EEC and Denmark is a full member. Finland and Iceland are well outside, so a foothold in Europe is important to them. It is perhaps not surprising that the City of Gothenburg was the first Scandinavian member to join the organization.

Mr Robinson commented: "It was agreed we would want to establish a simple method of contact between businessmen in the foreign countries with Northern Britain so that it would provide a regularly available contact point for firms from Scandinavia who are considering investment in Northern Britain."

In 1979, British imports from Norway were worth £132m, of which £55m was attributable to oil and gas. In the same year, Britain sold goods to Norway worth £768m, of which £210m was for oil and gas. Besides this, there was invisible trade between the two countries worth about £500m. The five Nordic countries together represented £3,700m of trade for Britain last year, or 9 per cent of Britain's entire world trade.

It is a measure of the importance in which Tyne-side holds the Scandinavian coun-

tries that local authorities are going to continue to subsidize the Scandinavian shipping lines. In 1975 the Olsen-Bergen line threatened to pull out of the Tyne and concentrate its services on Hull. That would have meant a lot of unemployment in the Tyne, which depended on both passengers and cargo for its livelihood. Tyne and Wear County Council, along with North Tyneside Metropolitan District Council, made an agreement with the Olsen-Bergen line under which it would subsidize sailings to the Tyne. The main part of the financial package was to promote the North-east in Norway and to make some contribution to port dues.

There was great criticism at the time that passengers were subsidizing profitable shipping lines, but this has waned in the light of the fact that tourists from Scandinavia using the line spend up to £14m a year in Britain.

In fact a new contract with Olsen-Bergen is shortly to be announced, while the Danish DFDS line, which calls at Sweden before crossing to the Tyne, has already secured a subsidy agreement with the Tyne local authorities. Mr Robinson said that the subsidy cost Tyne and Wear County Council about £110 a passenger and was considered the best investment the county council had made in years.

The days when thousands of Scandinavian passengers descended upon Marks and Spencer and other stores have passed now, but the various Scandinavian governments have imposed import controls on goods bought on Tyne-side and with the emergence of the strong pound overseas but the two-way trade is still regarded as well worth nurturing.

Ronald Kershaw

Business Diary profile: Arbitration Sir John

appointment of Professor John Wood to succeed Sir Hugh Clegg as chairman of the standing commission on comparability brings the light to bear on a man who is one of the most influential practitioners of industrial relations and yet one of the least known of public figures.

Sir John's job at what is, and as will be known as, the Commission is to wind that body in line with the Minister's wishes. It will be the Wood Commission, and indeed is only to have been even had John's brief been to keep commission going.

is a barrister and an amiable, neither breed known to reticence, but Sir John is a most self-effacing of men. Not even in *Who's Who*, though he was approached by publishers. "Why should he be in *Who's Who*?" he is.

tempts to extract personal details are side-stepped and he rap out: "Fifty-two, two ren, married." His personal are put reluctantly, but are strong and clear.

John's main role to public although few would know his part-time chairman of the Central Relations Committee (CAC), is to this committee the much more glamorous better known Advisory, Harbours and Arbitration Unit. (Acas) refers to it as.

He was at great pains, in an interview, to stress that the CAC produces and has nothing to do with the now defunct National Industrial Relations Court, of another lawyer-knight, Sir John Donaldson.

The committee's hearings are deliberately held in places and in a manner that is much different from the judge and jury atmosphere of the court room.

Arbitration, Sir John says, differs from the courts in that it is far easier to arbitration to remove from the parties only such of their rights or powers as are necessary to solve the problem.

If you go to a court with a contract you get a judgement and both sides may be unhappy about it, but you get the judgement and the judge says that is what it is. Hands it down and goes off to do something else.

Sir John much prefers, where possible, for parties in a dispute to produce their own solution rather than having one imposed on them.



Wood's name, Arbitration his game: Professor Sir John Wood, chairman of the Central Arbitration Committee.

Although one colleague labels Sir John a "workaholic", the solving of other people's problems over the years has not stopped him from being a regular spectator on the terraces of Leeds, Rotherham and division Huddersfield Town.

This combination of professional ability and love of football has gone nearly unnoticed. After a report into the game by the CAC he became in 1975 the independent chair-

man of the professional football league's appeals committee. When a player ends his contract and moves from one club to another, the clubs cannot agree a transfer fee it is Sir John's committee that steps in.

He is more and more convinced of the value of arbitration as a tool for the settlement of industrial disputes. He would like to see the establishment of a national arbitration service. He believes arbitration should be developed as an institution familiar to everyone; that it should develop different techniques from legal ones and yet be firmer and more authoritative than conciliation.

He accepts that the obscurity in which the Central Arbitration Committee operates has its disadvantages. "It is not known and its good and bad points do not get the sort of discussion they ought to."

Sir John's term of office at the CAC comes up for renewal at the end of this year. One gains the impression that he would wish to carry on.

But he will only say "There is a job to be done... whether I am the right person to do it or whether it needs someone with more flair for publicity is something that has been seriously worrying me because I am not interested in me. I really am interested in the institution—and I genuinely believe the courts have got it terribly wrong."

Uncertainty plagues tanker trade

In the dry cargo trades, grain, fertilizers and sugar featured prominently in voyage-fixing while the Chinese dominated a quiet time charter sector.

Freight

up for up to 90 days' storage at rates... between \$12,500 and \$13,250 a day.

It is difficult to judge how low rates will slip although some brokers feel they have now reached their lowest point. The rest of the market continues unchanged to any significant degree. Indonesia experienced an active week and the Caribbean recorded some improved rates, but the Mediterranean was stable.

No change was forthcoming in the prevailing \$14.50 rate for large tonnage between the United States Gulf and the continent in grain shipments. Similarly, with levels to the Far East other than on cargoes from the United States Gulf to Japan where some slight firming up was seen. Bookings included a 36,000 tonner fixed at \$29.50

As to the 1980 Soviet grain crop, it is estimated that it will total around 190 million tonnes, some 45 million tonnes under the officially set target.

Also made known last week was the fact that Russia has purchased 7.7 million tonnes out of a possible 8 million tonnes of grain it is allowed to buy under its five-year deal with the United States. This amount is for shipment during this month.

David Robinson

Issues shows signs of split personality

The international dollar bond market was exhibiting signs of a split personality last week with the primary market for new issues declining and the secondary market for seasoned issues rising, writes AP Dow Jones.

What brought this unusual condition about was aggressive bidding for new issue mandates. Yields at below market levels were proposed to prospective borrowers. When they accepted, it was naturally difficult for the underwriters to sell the paper without offering big discounts.

Indeed, some offerings were being quoted in pre-market trading at discounts from issue price of between three and four points.

However, prices of seasoned issues rose by one to two points over the week, indicating that dealers and investors were keen on adding to their holdings, or at least covering short positions.

analyst at Merrill Lynch International and Company, argued that further tightening of credit conditions is needed because United States bank reserves have risen too rapidly. "The underlying trend in interest rates is now upward," he said.

ist at Hill Samuel and Company, contends that seasonal demand

for bank loans in November and December could exert further upward pressure on interest rates. He cautions that purchases should be made only on weakness.

"Short-term bonds are attractive at yields of 13 per cent or better (a two to three point drop from current levels) and long-term bonds at 13 3/8

Coffee prices still under pressure despite terms of new agreement

Confusion veils the threat that supplies hold over the world's coffee markets despite the slight improvement in price following the new terms of the International Coffee Agreement (ICA).

majority and is binding on all members until it ends in 1982 or is changed at the next September meeting in 1981. Meanwhile the negotiations for the terms of the fourth agreement to come into being in 1982 have already begun.

The teeth of the new agreement are the export quotas. As Mr. Alexandre F. Beltrami, executive director of the ICO said: "Quotas are one leg of the agreement. The really important problem is to arrive at a sound production strategy which prevents excess supplies or shortages. The other side is price stability for consumers." In the short term, quotas were necessary, he said.

this has been denied by M. Osorio. There is a legal agreement to dissolve Pancafé, he said. But, Pancafé could be reactivated at any time if the need arises.

tion of the president of the National Association of Colombian Coffee Exporters, Mr. Gilberto Arango Londono, who said that producers might need to look at the commitment to dissolve Pancafé again if the measure is not approved.

Not surprisingly, Mr Ocravio Rainho, president of the Brazilian Coffee Institute, agreed readily to the liquidation of Pancafé because it had served its useful purpose. Export quotas might be more effective within the terms of a new ICA to support prices rather than the independent action of Arabica producers.

Latest Price		Prev. price		Latest Price		Prev. price	
Alb. & Wilson 7 1/2 Deb	67 1/2	67 1/2	67 1/2	Dist. 7 1/2 La 100-03	100	100	100
Alb. 85-90	68	68	68	Dist. 8 1/2 La 100-00	100	100	100
Alb. 85-90 Hldgs. 9 1/2 La	68 1/2	68 1/2	68 1/2	Dist. 9 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 10 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 11 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 12 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 13 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 14 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 15 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 16 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 17 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 18 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 19 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 20 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 21 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 22 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 23 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 24 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 25 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 26 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 27 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 28 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 29 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 30 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 31 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 32 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 33 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 34 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 35 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 36 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 37 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 38 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 39 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 40 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 41 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 42 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 43 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 44 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 45 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68	68	Dist. 46 1/2 La 100-00	100	100	100
Alb. 85-90 C. Deb	68	68					

STRAIGHT DEBT		Price	YTM	CONVERTIBLE BONDS		Price	Conv.
Sears 9 82	..	84 1/2	12.16	Apache 8 1/2 1995	..	136 1/2	100
Australia 8 82	..	84 1/2	11.91	Bank of Montreal 8 1/2 1988	..	136 1/2	100
SEC 7 82	..	85 1/2	11.82	Canadian Bank	..	136 1/2	100
Canada 8 82	..	85 1/2	11.82	Chrysler 8 1/2 1995	..	136 1/2	100
BPCE 8 1/2 83	..	85 1/2	12.10	Cumt 8 1/2 1988	..	136 1/2	100
Norway 8 83	..	86 1/2	12.13	Deutsche Bank	..	136 1/2	100
..	..	87 1/2	12.33	Edwards & Kelcey	..	136 1/2	100
New Zealand 8 83	..	88 1/2	12.38	First Interstate	..	136 1/2	100
Canada 8 1/2 83	..	89 1/2	12.44	General Electric	..	136 1/2	100
..	..	90 1/2	12.44	Lease Finance	..	136 1/2	100
Sweden 9 84	..	91 1/2	12.48	Levy & Sons	..	136 1/2	100
..	..	92 1/2	12.58	Marine Midway	..	136 1/2	100
..	..	93 1/2	12.68	MetLife	..	136 1/2	100
..	..	94 1/2	12.78	MetLife	..	136 1/2	100
..	..	95 1/2	12.88	MetLife	..	136 1/2	100
..	..	96 1/2	12.98	MetLife	..	136 1/2	100
..	..	97 1/2	13.08	MetLife	..	136 1/2	100
..	..	98 1/2	13.18	MetLife	..	136 1/2	100
..	..	99 1/2	13.28	MetLife	..	136 1/2	100
..	..	100 1/2	13.38	MetLife	..	136 1/2	100
..	..	101 1/2	13.48	MetLife	..	136 1/2	100
..	..	102 1/2	13.58	MetLife	..	136 1/2	100
..	..	103 1/2	13.68	MetLife	..	136 1/2	100
..	..	104 1/2	13.78	MetLife	..	136 1/2	100
..	..	105 1/2	13.88	MetLife	..	136 1/2	100
..	..	106 1/2	13.98	MetLife	..	136 1/2	100
..	..	107 1/2	14.08	MetLife	..	136 1/2	100
..	..	108 1/2	14.18	MetLife	..	136 1/2	100
..	..	109 1/2	14.28	MetLife	..	136 1/2	100
..	..	110 1/2	14.38	MetLife	..	136 1/2	100
..	..	111 1/2	14.48	MetLife	..	136 1/2	100
..	..	112 1/2	14.58	MetLife	..	136 1/2	100
..	..	113 1/2	14.68	MetLife	..	136 1/2	100
..	..	114 1/2	14.78	MetLife	..	136 1/2	100
..	..	115 1/2	14.88	MetLife	..	136 1/2	100
..	..	116 1/2	14.98	MetLife	..	136 1/2	100
..	..	117 1/2	15.08	MetLife	..	136 1/2	100
..	..	118 1/2	15.18	MetLife	..	136 1/2	100
..	..	119 1/2	15.28	MetLife	..	136 1/2	100
..	..	120 1/2	15.38	MetLife	..	136 1/2	100
..	..	121 1/2	15.48	MetLife	..	136 1/2	100
..	..	122 1/2	15.58	MetLife	..	136 1/2	100
..	..	123 1/2	15.68	MetLife	..	136 1/2	100
..	..	124 1/2	15.78	MetLife	..	136 1/2	100
..	..	125 1/2	15.88	MetLife	..	136 1/2	100
..	..	126 1/2	15.98	MetLife	..	136 1/2	100
..	..	127 1/2	16.08	MetLife	..	136 1/2	100
..	..	128 1/2	16.18	MetLife	..	136 1/2	

Company Name	Current Price	52 Week High	52 Week Low	Dividend	Yield	Company Name	Current Price	52 Week High	52 Week Low	Dividend	Yield	Company Name	Current Price	52 Week High	52 Week Low	Dividend	Yield	Company Name	Current Price	52 Week High	52 Week Low	Dividend	Yield
Authorized Unit Trusts:						Investment Funds:						Insurance Funds:						Real Estate Funds:					
1. American Mutual Fund	10.50	11.00	10.00	0.50	4.8%	2. American Mutual Fund	12.00	12.50	11.50	0.60	5.0%	3. American Mutual Fund	15.00	15.50	14.00	0.75	5.0%	4. American Mutual Fund	18.00	18.50	17.00	0.90	5.0%
5. American Mutual Fund	20.00	20.50	19.00	1.00	5.0%	6. American Mutual Fund	22.00	22.50	21.00	1.10	5.0%	7. American Mutual Fund	25.00	25.50	24.00	1.25	5.0%	8. American Mutual Fund	28.00	28.50	27.00	1.40	5.0%
11. American Mutual Fund	30.00	30.50	29.00	1.50	5.0%	12. American Mutual Fund	32.00	32.50	31.00	1.60	5.0%	13. American Mutual Fund	35.00	35.50	34.00	1.75	5.0%	14. American Mutual Fund	38.00	38.50	37.00	1.90	5.0%
19. American Mutual Fund	40.00	40.50	39.00	2.00	5.0%	20. American Mutual Fund	42.00	42.50	41.00	2.10	5.0%	21. American Mutual Fund	45.00	45.50	44.00	2.25	5.0%	22. American Mutual Fund	48.00	48.50	47.00	2.40	5.0%
27. American Mutual Fund	50.00	50.50	49.00	2.50	5.0%	28. American Mutual Fund	52.00	52.50	51.00	2.60	5.0%	29. American Mutual Fund	55.00	55.50	54.00	2.75	5.0%	30. American Mutual Fund	58.00	58.50	57.00	2.90	5.0%
35. American Mutual Fund	60.00	60.50	59.00	3.00	5.0%	36. American Mutual Fund	62.00	62.50	61.00	3.10	5.0%	37. American Mutual Fund	65.00	65.50	64.00	3.25	5.0%	38. American Mutual Fund	68.00	68.50	67.00	3.40	5.0%
43. American Mutual Fund	70.00	70.50	69.00	3.50	5.0%	44. American Mutual Fund	72.00	72.50	71.00	3.60	5.0%	45. American Mutual Fund	75.00	75.50	74.00	3.75	5.0%	46. American Mutual Fund	78.00	78.50	77.00	3.90	5.0%
51. American Mutual Fund	80.00	80.50	79.00	4.00	5.0%	52. American Mutual Fund	82.00	82.50	81.00	4.10	5.0%	53. American Mutual Fund	85.00	85.50	84.00	4.25	5.0%	54. American Mutual Fund	88.00	88.50	87.00	4.40	5.0%
59. American Mutual Fund	90.00	90.50	89.00	4.50	5.0%	60. American Mutual Fund	92.00	92.50	91.00	4.60	5.0%	61. American Mutual Fund	95.00	95.50	94.00	4.75	5.0%	62. American Mutual Fund	98.00	98.50	97.00	4.90	5.0%
67. American Mutual Fund	100.00	100.50	99.00	5.00	5.0%	68. American Mutual Fund	102.00	102.50	101.00	5.10	5.0%	69. American Mutual Fund	105.00	105.50	104.00	5.25	5.0%	70. American Mutual Fund	108.00	108.50	107.00	5.40	5.0%
75. American Mutual Fund	110.00	110.50	109.00	5.50	5.0%	76. American Mutual Fund	112.00	112.50	111.00	5.60	5.0%	77. American Mutual Fund	115.00	115.50	114.00	5.75	5.0%	78. American Mutual Fund	118.00	118.50	117.00	5.90	5.0%
83. American Mutual Fund	120.00	120.50	119.00	6.00	5.0%	84. American Mutual Fund	122.00	122.50	121.00	6.10	5.0%	85. American Mutual Fund	125.00	125.50	124.00	6.25	5.0%	86. American Mutual Fund	128.00	128.50	127.00	6.40	5.0%
91. American Mutual Fund	130.00	130.50	129.00	6.50	5.0%	92. American Mutual Fund	132.00	132.50	131.00	6.60	5.0%	93. American Mutual Fund	135.00	135.50	134.00	6.75	5.0%	94. American Mutual Fund	138.00	138.50	137.00	6.90	5.0%
99. American Mutual Fund	140.00	140.50	139.00	7.00	5.0%	100. American Mutual Fund	142.00	142.50	141.00	7.10	5.0%	101. American Mutual Fund	145.00	145.50	144.00	7.25	5.0%	102. American Mutual Fund	148.00	148.50	147.00	7.40	5.0%
107. American Mutual Fund	150.00	150.50	149.00	7.50	5.0%	108. American Mutual Fund	152.00	152.50	151.00	7.60	5.0%	109. American Mutual Fund	155.00	155.50	154.00	7.75	5.0%	110. American Mutual Fund	158.00	158.50	157.00	7.90	5.0%
115. American Mutual Fund	160.00	160.50	159.00	8.00	5.0%	116. American Mutual Fund	162.00	162.50	161														

OVERSEAS Seven-man council to run war with Iraq

Tehran, Oct. 12.—Ayatollah Khomeini has put the conduct of the war with Iraq into the hands of the Supreme Defence Council, a decree from the ayatollah said today.

The decree also said that "propaganda on radio or television or in newspapers should be absolutely under the surveillance of the council. The mass media and the newspapers should not have the right to publish interviews, speeches or articles without the council's permission."

The council is a seven-man body consisting of President Abolhasan Bani-Sadr, military leaders and aides of the ayatollah.

The Soviet Union has again said it intends to stay neutral in the Gulf war (The Middle East, p. 10).

Mr. Vladimir Vinogradov, the Soviet Ambassador in Tehran, told President Bani-Sadr that Moscow wanted to improve its relations with Iran. He said that the Soviet Union would not stop fighting against Iraq until "we have made the regime of Saddam Hussein fall".

President Bani-Sadr told Iranian television viewers to night that Iraqi forces around the Karun river which runs into the Persian Gulf were "annihilated" today—Agence France-Presse and Reuters.



An Iraqi soldier is helped on to a lorry by his colleagues as they move off to the front near Khorramshahr.

Saudi-Jordan 'agreement to back Iraq'

From Christopher Walker, Amman, Oct. 12.

When King Hussein returned here tonight from his talks with King Khalid of Saudi Arabia, it was claimed that both governments agreed on the need to support Iraq in its war against Iran.

Mr. Mudar Badran, the Jordanian Prime Minister, said the views of both countries were identical on "support for the Iraqi and legitimate rights of sovereignty over its land and waters". The two monarchs had agreed on means to ensure the success of the Arab summit, scheduled to open in Amman on November 25.

Observers believe it has the potential to be one of the most divisive Arab gatherings held for some time as a result of the divisions aggravated by the war.

As anxiety spreads about possible Iranian or Israeli retaliation in response to Jordan's outspoken and increasing support for the Iraqi, the Jordanian Government has appealed to all consumers and food merchants not to hoard basic foodstuffs such as sugar and flour.

The announcement was made by the Ministry of Supply in Amman after widespread reports that panic buying had started last week. The official communiqué said six months' supply of food was available.

The statement, issued after a special meeting chaired by Mr. Ibrahim Ayyoub, the Minister of Supply, was the first public admission of the war rumours which have been circulating in the past few days.

In public statements King Hussein has pledged willingness to provide military backing to Iraq if necessary, at the same

time denying repeated outside reports that any has yet been given.

The Government's warning about hoarding came soon after King Hussein's indefinite postponement of his planned trip to Moscow, and his sudden departure instead with a delegation including the commander-in-chief of the armed forces to Saudi Arabia.

As well as relieving the serious implications of the war, the two-day trip is also regarded by Western analysts as an effort to salvage the Arab summit.

Kurdish guerrillas renew struggle

By Richard Owen

Reports reaching London say that the Kurds of northern Iraq have taken advantage of the war between Iran and Iraq to advance their claims for independence.

The diversion of Iraqi troops to the front line, the reports say, has reduced military supervision of Kurdish villages in the north, leading to what is described as the most significant resurgence of Kurdish guerrilla activity in Iraq since the Kurdish revolt which ended in 1975.

Under the 1975 treaty between Iran and Iraq, the Iranians withdrew their support for the Kurdish rebellion. The treaty was one of the first casualties of the war, however, and Iran had in any case continued to support the Iraqi Kurds by giving shelter to the leader of the ill-fated revolt, the late Mustafa Barzani.

Barzani's two sons, Idris and Massoud, are now reported to have crossed from Iran into Iraq to lead the latest upsurge of activity in the Kurdish villages.

In another significant development, reports say that the Barzani-led Kurdish Democratic Party has formed an alliance with the Islamic Da'wah Party.

Mr Nkomo says that black Africa would still be 'in slavery' without Soviet help

From Nicholas Ashford, Salisbury, Oct. 12.

Mr. Joshua Nkomo, Minister of Home Affairs in the Zimbabwe Government and leader of the minority Patriotic Front (PF) party, today made a major policy statement praising the Soviet Union, saying that Zimbabwe and the whole of black Africa would still be in slavery if it had not been for Soviet assistance.

Speaking at a welcoming ceremony to mark the arrival of the first 1,200 Zimprans to be stationed in this sprawling black township south of Salisbury, he also criticised Britain for failing to unite the Zimprans and Zimprans with the former regular security force before granting the country independence last April.

Because of Britain's failure, he said, the country still had three rival armies in its midst. "This is a tragedy," he said.

Mr. Nkomo, whose Zimprans force was heavily backed by the Soviet Union during Zimbabwe's war for independence, said it was untrue that his party was a pawn of the Russians. The Soviet Union had given its support out of a sense of duty to humanity and was not seeking to be repaid with a single inch of Zimbabwean territory.

The Patriotic Front leader, who was speaking in English in order that his remarks could be understood by journalists present, was scornful of those Western countries which had done nothing to support the guerrillas during the war and which were now the declared champions of Zimbabwe's independence.

Mr. Nkomo also disclosed that the first Zimprans, who had been training to fly supersonic MIG-23 and 25 aircraft would be arriving in Zimbabwe from the Soviet Union.

Biko doctor seeks inquiry

From Ray Kennedy, Johannesburg, Oct. 12.

Dr. Colin Hersch, one of the three doctors who examined Steve Biko, the Black Consciousness leader, before his death in security police detention three years ago, is to seek a public inquiry into his professional conduct.

He is going tomorrow to Bloemfontein to attend a meeting of the South African Medical and Dental Council, where he will ask for strict steps to be taken against him if he is found to be at fault: if not, he wants a public and individual exoneration of his conduct.

Dr. Hersch's role in the examination of Biko was not included in discussions at a special meeting of the Medical and Dental Council in June to decide if a disciplinary inquiry should be held into the conduct of Dr. Lang and Dr. Benjamin Tucker. Dr. Hersch had already been exonerated by the seven members of the council, who called the meeting.

Speed of advance puts own troops in danger

Continued from page 1

At the snags down the Shatt al-Arab, a sheet of flame 400 feet high ran along its deck from bow to stern.

At times, the din of artillery and the explosion of Iranian shells around out tiny mud boat was so intense that the Iraqi troops crouched behind the windows and alleyways of the abandoned village on the island could not make themselves heard.

An Army captain—the small gold medal on his battle dress indicated that he was a member of the elite—was anxious that his rifle should not fire into their own troops beside the Karun on the opposite side of the river. He repeatedly ordered them to fire further down stream, evidence of the speed of the Iraqi advance.

One sniper, a tall man with a broad chest and big, beefy arms, and a scar on his left cheek, walked into our shabby hut holding a Soviet Dragunov rifle with a telescopic sight. He grinned at us like a schoolboy, scratched his face, placed his weapon at the broken window and coolly fired two rounds at the Iranians. Whenever a shell landed the palm trees outside shook.

There were reports—that this time unconfirmed—that the

Iraqis have also staged large offensives against the Iranian cities of Dehful and Ahvaz, although claims that they have already captured the Ahvaz radio station should be treated with some caution—they originally captured it 12 days ago, but—journalists later wrote—being blown to pieces by Iranian shellfire.

However, there is still no denying the strength of the Iranian defence of Ahvaz: it could still take weeks to force them to surrender. Iranian mortars were landing uncomfortably close to Iraqi positions along the Karun bridge in the morning and one round blew up a military petrol dump.

When we tried to leave the Um al-Rasas island, Iranian snipers tried to kill us, firing around us as we ran across the pontoon bridge to the mainland and forcing us to jump to the river embankments.

Bullets ripped into the water and clanged off the metal bridge, and seconds after we left the cover of the bank, the area in front of us was panned off into the palm trees on the Iraqi bank as fast—and probably faster—as the some-what better chance of the Iraqi troops we had witnessed an hour earlier.

Peter Jay, page 12

Busing the issue which is likely to give California to Mr Reagan

From Michael Leagman, Los Angeles, Oct. 12.

One reason why Ronald Reagan is likely to win the 45th presidential vote at stake in California became plain even before he arrived at his rally in the San Fernando Valley. While the preliminaries were going on, a group in the overwhelmingly white audience began chanting:

"No more busing. Vote for Reagan."

The busing of white children into schools in black districts has been an emotional issue here for more than a year. A local newspaper reported that "it used to be a solid Democratic county here, but busing has turned it all around."

a vicious campaign against Mr. Paul Gann, the Republican, one of the sponsors of the "Proposition 13" law which reduced state property taxes.

Mr. Cranston is also trying to distance himself as far as possible from the Carter campaign, endorsing the President but without enthusiasm.

Mr. Gann's best hope of victory is on Mr. Reagan's con-

trast. Mr. Gann is an owlish man of 68, grey-haired with spectacles, resembling Sir John Bertram. He has twice been declared bankrupt, as Mr. Cranston does not tire of pointing out.

Senator Cranston, a lean and earnest former athlete, is seeking his third term at the age of 67. Even if he can hold on, the combination of Mr. Reagan and the "busing" issue could sweep away other Democratic incumbents in California, in particular Mr. James C. Carr, who has spent 14 years in Congress.

At the weekend rally, on a football field about 20 miles from Los Angeles, Mr. Reagan disappointed his supporters by not mentioning the busing issue. Secure in the affections of his conservative followers, he knows that to win the election he has to capture the middle-class voters.

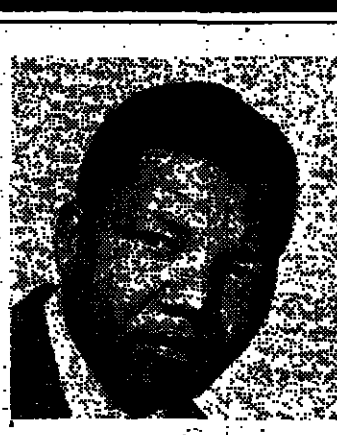
His speech, aimed at a national audience, was packed with references to the poor and underprivileged and tales of his adventures among the unemployed and homeless in Michigan, Ohio and the South Bronx.

He drew his most enthusiastic response with his pledge to increase defence spending, "to make the country strong enough so that no other country will ever dare break the peace."

Mr. Reagan made no reference to an issue on which he had to eat his words earlier last week, when he said he thought antipollution regulations were applied too vigorously for the health of industry. He was wise not to talk about that in California, where a toxic smog has enveloped the coast for the last two weeks.

At this stage in the campaign the trail for Mr. Reagan hardly seems to be getting any happier. Though there could still be an Iranian or two lurking behind the sagebrush, the cowboy hero, as I recall, "always used to prevail in the end."

Growing up, page 10



"I have cherished the ideal of a democratic and free society in which all persons live together in harmony and with equal opportunities. It is an ideal which I hope to live for and to achieve. But if needs be it is an ideal for which I am prepared to die."

Nelson Mandela

Court statement in the Rivonia Trial, 20 April 1964

David Anonovitch, Pres NUS Very Rev Eric Ashcroft, Dean Emilia of Westminster Abbey	Rev Brian T. Brown Michael Bryant Bill Bryden Janey Buchan, MEP Norman Buchan, MP Prof J. A. Burnard Rev Gerald M. Burt Alan Bush Prof G. P. G. Butler	David Edgar Prof Roy Edgley Bob Edwards, MP Prof D. T. Edwards Prof J. J. Eggleston Prof Walter Ekan Lesley Elliot Tom Ellis, MP Michael English, MP Prof L. L. Eustace Richard Ewrich, RA John Evans, MP Moss Evans, Gen Sec TGWU Prof Inge-Simone Ewbank Barbara Ewing Winifred M. Ewing, MEP	P. Harov, MP David Hare Prof John D. Hargreaves Ronald Harwood Rachael Hastings, Div of Social Responsibility, Methodist Church Larg John Heath Ronald Hayman Ron Hayward, CBE, Gen Sec Labour Party John Heath-Stuarts Eric Heffer, MP Michael Henshaw Denis Herston Prof R. H. Hoar Rev J. H. Hodgins Dorothy Crowfoot Hodgkin Thomas Hodgkin Prof R. Hollenberg Richard Home, Pres Liberal Party Prof Geoffrey Holmes Anthony Holden, Gen Sec Anglican Parish and Faschim Prof S. E. Holt Theodore Holt John Home Robertson, MP Stuart Hoyle Frank Hookey, MP Edward Howard Anony Hopkins, CBE Alan Howard Roger Hughes, MP A. R. Humphreys Rev Dr J. Huxtable	Rev Edward Knapp-Fisher, Archdeacon of Westminster Arthur Koster Prof Sir Hans Kornberg, FRSE Margharita Laeki Baroness Lee of Ashridge Prof Laurence Lerner Joan Lester, MP Howard Levenson Oscar Lawrenson Prof R. W. Levenson-Smith Bishop of Lichfield Rev Simon Phillips Bishop of Lincoln R. K. Litherland, MP Rev David Sheppard, Bishop of Liverpool Henry Living Prof A. S. Livingston Rev John Poole-Hughes, Bishop of Landaff Rev Baroness Llewellyn-Davies Rev and Rt Hon Gerald A. Ellison, Bishop of London All Lomas, MEP Lady Elizabeth Longford Rabbi G. Lopian Joanna Lumley A. W. Lyon, MP Rev Hon Dr Dickson Mabon, Dean of Kilfer Bryan Magee, MP Hugh McGarvey, MP Lord McCloskey, QC Alec McCowan Prof J. C. McDonald Geraldine McEwan Prof Iain MacGibbon William McKelvey, MP Dr P. R. McKenzie Gordon McLennan, Gen Sec CPGB Very Rev Lord Macleod of Furness Andy McMahon, MP Prof R. H. McWilliam Prof Lucy Mair Frank Marcus Miriam Margulies David Martin Ian Martin Prof P. N. Mather John A. Mather, MP Joan Maynard, MP Michael Meacher, MP Prof J. E. Meade Tom Megaw, MEP George Melly Rev Ian Macdonald, FRC Prof Ian Macdonald Ira Mikardo, MP Elaine Miles T. R. Miles James Miller John Miller Lord Mancroft Adrian Mitchell Julian Mitchell Naomi Mitchison S. A. Mohar Eileen Monaghan Ivor Montagu Prof Robert Moor Prof Neville Moray John Mortimer, QC	George Morion, MP Rev Dr Albert W. Moseley, Gen Sec Overseas Div Methodist Conference Roland Moyle, MP Prof V. G. M. Myles Dr D. M. Needham Dr Joseph Needham Richard Neville Stan Newens, MP Dr W. Newton-Smith Prof A. D. Nutall Owen O'Brien, Gen Sec NATSO Patrick O'Donovan Mary O'Dwyer Canon Paul Oestreicher Lord Oram Rt Hon Stanley Orme, MP Rt Hon Dr David Owen, MP Glyn Owen Ursula Owen Bruce Page Prof R. E. Pahl Arthur Palmer, MP George Paul, MP Terry Parry, CBE Gen Sec FBI Very Rev John Patterson, Dean of Kilfer Laune Pavli, MP Tom Pendery, MP Prof Donald Pennington Prof D. H. Peters Prof Philip Pentt Prof M. J. Pentz John Pilger Alan Plater, MP William Plims Dennis Potter Prof Philip Powell J. Prescott, MP Gedric Price, MP Prof D. G. Pritchard Philip Prouson Prof Brian Pullan Joyce Quin, MEP Rev R. G. Quin Claire Rayner Prof G. L. Rees Rt Hon Martin Rees, MP Rt Hon Brian Rees, MP Reuben Lord Ritchie-Calder Rev J. Stuart Rhodes Peter Robbins George Robertson, MP Alton Rogers, MEP Prof Hilary Ross Stephen Ross, MP Ted Rowlands, MP Prof Douglas Roy Bernice Rubens Rev Dr David S. Russell, Gen Sec Baptist Union of Great Britain and Ireland Prof C. T. Sandford Jeremy Sandford Alan Sapper, Gen Sec AGTI James Saunders John Seaton Ken Woolmer, MP Baroness Wootton of Abinger Ian Wrightworth, MP
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SPORT

Golf

Lyle faces Norman in matchplay final with a special flavour

By John Hennessey

Sandy Lyle, who faces Greg Norman, of Australia, in the final of the world matchplay tournament sponsored by Sunlight, at Westwester, today, has a special flavour to his victory over yesterday's semi-finalists. "He's going to be a great guy," he said. The final, indeed, carries a special flavour as a result of events elsewhere—first things first.

Lyle, the first Briton to reach the final since the inaugural event 16 years ago, and Norman, had comfortable victories in yesterday's semi-finals, beating respectively Peter Jacobson, of the United States, and Bernard Gallacher, the other Scot, who survived the early rounds, by the same handsome margin, six and five.

The semi-final round had been postponed from Saturday because of the waterlogged state of the course. The one-day nature of the two matches added to the general atmosphere of anti-climax and a sense of half past the sun.

The spectators were struggling their way back from distant parts of the course. Gallacher, however, fought through the undoubtedly and, if Jacobson seemed more of a match for Lyle, he could rarely come to terms with his putter. He took four on one green and three from only five feet on another. This is no routine for a man good enough to have beaten George Burns, of the United States, six and five and also a winner two years ago, by five and four in earlier rounds.

On the first hole in the morning, Norman took four on one, a dazzling drive from a lie left of the hole, and then a second shot that needed no more than nine inches from the hole. From a distance of about 200 yards, he struck the ball with superb accuracy.

And yet the same man, such is the perverse nature of a game that alternately thrills and frustrates, needed three blows from his putter to persuade the ball from 10 yards to the hole. The disparity in length between the two men was such that it was here and there around the greens, that Lyle's main hope of a victory lay. Again Norman took four at the next short hole, the fifth, and Gallacher was again back on all square, having had to concede the fourth.

So the match seemed set for a time, but when Norman found his touch he pulled the putt away. He lunched four up and won the first two holes afterwards. He again had an eagle at the first, 40 yards



Norman: contemplates his lie in the rough in the semi-final.

with his four on this time that he had to hole from all of six feet, and took his revenge at the second with a 15-foot putt for a two. He reached the turn in 33, to be five under par for 27 holes.

Lyle achieved a huge psychological advantage over Jacobson, by winning four of the first six holes. Jacobson's strategy was to play with the first hole, if you can attribute such a reaction to an amateur, he needed a birdie four, but it eluded him, as so many others were to do.

Jacobson was bunkered at the fourth, to go two down, surprised to a two at the next, and indignantly took four putts from 10 yards at the sixth. Thereafter, he made more of a match of it, but to give Lyle four holes start is a heavy milestone. Lyle went five up for the first time at the eighth, when he wedged into eight feet. Lyle's round, like Norman before him, had taken 69 strokes, three under par.

This match was still not quite the foregone conclusion that now characterised the one in which Jacobson is a first-time winner. Lyle, a classic swing, and if he could only get his putter going, he made more of a match of it, but to give Lyle four holes start is a heavy milestone. Lyle went five up for the first time at the eighth, when he wedged into eight feet. Lyle's round, like Norman before him, had taken 69 strokes, three under par.

Norman's interest in Lyle's interest derives from their varying fortunes in last week's tournament at St. Pierre. By one stroke Lyle climbed over the Australian to end a season at the head of the European order of merit, a position that opened a number of lucrative doors. Norman wants his revenge here and now.

In today's third place play-off (10.0), Gallacher and Jacobson will meet over 18 holes.

Football

Ipswich have arrived and intend to stay

By Norman Fox

Liverpool 1 Ipswich 1

It was a humble example of most managers' after-match comments, which only occasionally rise above the simplistic assertion that one's side took their chances. Bobby Robson launched into a soliloquy in the foyer of Anfield on Saturday. His Ipswich team, the League leaders and the only club to have won the league, had drawn 1-1 with Liverpool, the champions, and if anyone doubted whether the moral was that the visitors were the moral victors, Mr. Robson put them straight.

This team, he said, have class, determination and experience. They had played Liverpool at their own game, and suddenly building up a midfield. "Today we arrived," he asserted. "But we are not just here. We can produce this standard we can put Liverpool under pressure for the next two or three years. We are not going to stay here. They're going to stay there, but we can be with them. If we had to come here just to play, we would not be here. We would be afraid."

It was an estimable game that justified such claims. Robson's hopes were those he himself confessed. In the past, he had played Liverpool at their own game, and suddenly building up a midfield. "Today we arrived," he asserted. "But we are not just here. We can produce this standard we can put Liverpool under pressure for the next two or three years. We are not going to stay here. They're going to stay there, but we can be with them. If we had to come here just to play, we would not be here. We would be afraid."

For the opposition to provide the best midfield player at Liverpool, the Liverpool manager, whose side had been playing at their own game, and suddenly building up a midfield. "Today we arrived," he asserted. "But we are not just here. We can produce this standard we can put Liverpool under pressure for the next two or three years. We are not going to stay here. They're going to stay there, but we can be with them. If we had to come here just to play, we would not be here. We would be afraid."

With Brazil missing, Ipswich were the first to play with a two-man attack, thus reinforcing the Liverpool manager's claim that his side was the best in the league. The Liverpool manager, whose side had been playing at their own game, and suddenly building up a midfield. "Today we arrived," he asserted. "But we are not just here. We can produce this standard we can put Liverpool under pressure for the next two or three years. We are not going to stay here. They're going to stay there, but we can be with them. If we had to come here just to play, we would not be here. We would be afraid."

Mariner injury the fly in the ointment

At one point in a grand match at Anfield on Saturday, the visiting Ipswich Town side were chasing a reminder to Liverpool that they, the champions, were the home side and should not be playing away from home. The Ipswich side, however, was not an accurate commentary on Liverpool's overall intentions but rather a reflection of the fly in the ointment.

The match, against Ipswich at Anfield, was a classic example of a fly in the ointment. The Ipswich side, however, was not an accurate commentary on Liverpool's overall intentions but rather a reflection of the fly in the ointment.

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Birmingham supporters let their team down

By Chris White

Birmingham 1 Aston Villa 2

It was a disappointing day for Birmingham City supporters, who were expecting a victory over Aston Villa. The match, however, was a classic example of a fly in the ointment.

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Iron in the heart, if not in the soul, of West Ham

By Stuart Jones

West Ham United 2 Manchester City 1

West Ham United, who were expected to win the match, were let down by a fly in the ointment.

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Few glimpses of anything to relieve greyness

By Tom German

Manchester U 0 Arsenal 0

It seemed an incredibly long match at Old Trafford, not because of any eccentricity of time-keeping, but because, like a fly in the ointment, it was a classic example of a fly in the ointment.

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Shilton denies Brighton and Wallace takes his chance

By Vince Wright

Brighton 1 Nottingham Forest 1

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US amateur one better than Nicklaus

Pinehurst, North Carolina, Oct. 12.—The United States amateur champion Jack Sutton established a record today in leading the United States to a 27-stroke margin over South Africa in the 12th biennial world amateur team golf championship.

Sutton, who is 22 and comes from Shreveport, Louisiana, had consistently achieved the best scores in the tournament. His total of 276, 12 under par, was one stroke better than that set by Jack Nicklaus in 1960.

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Equestrianism

Younger riders making a claim to fame

By Pamela Macgregor-Morris

The trend throughout the Horse of the Year show is that we need no longer beaman the fact that nearly 50 British riders were forced by the governing body to turn professional after the 1972 Olympic Games.

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Real tennis

Younger riders making a claim to fame

By Roy McKelvie

Christopher Ronaldson, the home professional, and his amateur partner, Peter Swash, won the United Pro-am doubles tournament at Hayling Island yesterday. In the final they beat Ronaldson and Swash.

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Brandts puts the Dutch back on level terms

By Tom German

Manchester U 0 Arsenal 0

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Italy win but lose two men

By Tom German

Manchester U 0 Arsenal 0

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Weekend results and tables

First Division: Birmingham City 2, Newcastle United 0, Cambridge United 0, Ipswich Town 1, Leeds United 1, Everton 0, Leicester City 1, Coventry City 1, Liverpool 1, Manchester City 1, Manchester United 1, Nottingham Forest 1, Queens Park Rangers 1, Southampton 1, Stoke City 1, Sunderland 1, Tottenham Hotspur 1, Watford 1, West Ham United 1, Wimbledon 1, Wolverhampton Wanderers 1.

Cricket

Gavaskar will lead tour party

European leagues

First Division: Birmingham City 2, Newcastle United 0, Cambridge United 0, Ipswich Town 1, Leeds United 1, Everton 0, Leicester City 1, Coventry City 1, Liverpool 1, Manchester City 1, Manchester United 1, Nottingham Forest 1, Queens Park Rangers 1, Southampton 1, Stoke City 1, Sunderland 1, Tottenham Hotspur 1, Watford 1, West Ham United 1, Wimbledon 1, Wolverhampton Wanderers 1.

Today's fixtures

First Division: Birmingham City 2, Newcastle United 0, Cambridge United 0, Ipswich Town 1, Leeds United 1, Everton 0, Leicester City 1, Coventry City 1, Liverpool 1, Manchester City 1, Manchester United 1, Nottingham Forest 1, Queens Park Rangers 1, Southampton 1, Stoke City 1, Sunderland 1, Tottenham Hotspur 1, Watford 1, West Ham United 1, Wimbledon 1, Wolverhampton Wanderers 1.

The night of the big fight outside the ring

I have reported crowd disturbances in boxing arenas in Sao Paulo, Brazil, Rome, Philadelphia, USA, Leicester, and Portlaoine and other places; but it had to be in Ireland that the fighting outside the ring was better than the one inside.

The bout between Billy Kelly of Londonderry, British featherweight champion, and Charlie Hill of Glasgow, was good as a little local difficulty.

The King's Hall, Belfast, was a cockpit of hell that February night in 1956. It made the recent Wembley affair look like a little local difficulty.

Normally all Mr. George Connell, the promoter, had to do to get an 18,000 sell-out was to put a good Roman Catholic boy against a good Protestant.

But that night Mr. Connell had done what politicians still have failed to achieve. There was a United Ireland behind the challenger, Scotland's new Bonnie Prince Charlie.

I had seen plenty of excitement there before, particularly when Terry Allen of London, fought Jimmy Monaghan of Belfast, she would flyweight champion, to a draw in September, 1949.

That was a bad night for Terry's barrow boys. Whenever a few fists flew it was always the police night sticks which seemed to prefer their heads to their rivals. The draw meant that Monaghan kept his title, and the peace. He kept those Irish eyes smiling with a song from the ring in his charming way.

To stoke up their fervour in Irish fashion the fans used to drink all day in bars like Kelly's. By the time the first bell went for the main event they were white-faced with passion which needed only one controversial spark to explode.

More so that night, it was a big fight. They roared thunderously when Kelly had Hill down for a count of two in the second round, and in the twelfth when Hill's left eye closed from a mighty right cross.

Hill, rubber-legged and glassy-eyed, somehow fought back. At the end of the thirteenth round a Belfast colleague asked me how I had scored it so far. I said: "Kelly's ahead. But I wouldn't be surprised if the referee gives it to Hill."

He laughed: "You must be

defeat. They'll hang the man from the nearest lamp-post. He can't be that brave."

I told him that Mr. Tommy Little of London, had the reputation of being a good judge, and having the courage of his convictions.

When Mr. Little lifted Hill's hand in victory at the end of the fifteenth, my Irish friend gasped: "By God, you're right!"

Mr. Little ducked through the ropes, put on his overcoat which had been lying at the ringside and vanished. There was a second silence and then a slow rumble, like the warning of a thunderstorm at high noon in summer.

Suddenly it broke. Chairs and bottles rained into the ring. Furious fans leapt into it, yelling for Mr. Little's blood. My Irish pal said: "They'll kill him if they find him."

In their shock they had not seen Mr. Little walk upstairs to the promoter's room at the back of the hall and watch the shenanigans from a window.

A bottle whizzed past my right ear and skidded across the hall floor of a Dublin colleague phoning his office. Blood trickled from a gash. He dabbed it with a handkerchief and said: "Yes, it's blood," and went on phoning.

The referee for the next contest was knocked out by a fly. The master of ceremonies, who had emerged unscathed from a career of professional soccer, was viciously hit across the side of the head with a bottle, receiving his first cauliflower ear. He knocked his assistant out, and most of his teeth, with one furious punch. Mr. Smyth was nearly 70 years of age then.

Altogether 28 people were taken to hospital. Charlie Hill escaped in a taxi in a policeman's overcoat. His Lonsdale belt, thrown into the crowd, was later recovered.

"Some night," I said. My Irish friend replied: "Aye, not bad. Now in the old days..."

Tom Phillips

Why the Gulf war finds us baffled

Peter Jay



The Shah's foresight may even salvage his successor. One need not anticipate any early expression of gratitude by the Ayatollah.

Washington. The war between Iran and Iraq could have one good effect. It could make those in the West concerned with foreign and defence policies begin to think, not merely about the vulnerability of western interests and the importance of western policy in the face of acute instability in the most sensitive region in the globe but also about our intellectual and political bankruptcy in devising an effective and coherent response.

We do not know what to do or even what to think: who do we want to win, how do we promote peace and on what terms, does Russia benefit from the success of Soviet arms in Iran, hands and the entente-maint of Iran or does the West benefit from the chastisement of Iran's virulently anti-western revolution by a possible new ally which is already supported by Saudi Arabia and Jordan.

These questions we need, and which is opposed by Syria whose enmity we suffer.

We find ourselves thus perplexed because we have no strategy for the region, and we have no strategy for the region because we have no adequate framework for thinking about how to integrate the necessary management of East-West global balance with the handling of regional and local realities on which the global balance frequently depends.

Indeed, the economist-conference-policy is afflicted by an acute sense of *deja vu*. In foreign policy, it seems, as in economic policy each successive failure of policy is greeted with squeals of relief and delight by the architects of the previously failed policy rather than by any attempt to examine the possible defects of the premises common to both.

If the ravages of monetarism are now making it pseudo-respectable in Britain to hark back to the properly discredited expansionism, and incomes policies of the past, so in the United States the demonstration of western vulnerability in the Gulf is giving new heart to the grand old inter-

ventionists who gave us Vietnam and the Shah of Iran. Thus, in last week's *Washington Post* Mr. James Schlesinger, the former Secretary of Defense, Energy and most other things, wrote with obvious relish: "For the past two weeks scarcely any complaint has come from Tehran or from gulteridden America on the behalf of a Soviet-supplied Iraq being obviously the historic sin of the great Satan, Uncle Sam, in foisting unnecessary weapons on the Shah."

"Nor has the Shah's view that Iran was threatened not only from Russia and Afghanistan but also by a Soviet-supplied Iraq been obviously discredited. Indeed, the Shah's foresight may even salvage his successor. One need not anticipate any early expression

of gratitude by the Ayatollah. None the less, the Shah's legacy does provide the equipment and 'snacks' for effective combat."

The implications of this and much more of the same stamp is that global stability—and with it western strategic and economic interests—were being well-preserved in the good old days of the Nixon doctrine (to say nothing of containment and automatic support for any "anti-communist" regime in the days of Mr. Dean Acheson and Mr. John Foster Dulles or of the willingness to pay any price with Mr. Kennedy and Mr. Johnson) and have only been jeopardized by the gratuitous policy errors of post-Vietnam "wets" headed by President Carter. Just so have the won-

derful economic miracles of Messrs. Wilson, Reagan and Healey been needlessly jeopardized by the bigotry of Mr. Thatcher.

Warning has been given in this space before and doubtless will be again—to beware the "Sherlock Holmes fallacy", namely that "when you have eliminated everything else, whatever remains, however improbable, must be the truth". Valid as it may be in the detection of crime, there is no comparable assurance that the failure of one policy guarantees the success of the alternative, whether in economics or in foreign policy, especially when it too has failed consistently in the past.

If the prospective cause of western embarrassment in the

Gulf is the economic revolution which does it, the cause and conditions for success of that revolution must look to believe that it was caused or even made possible by the years of laissez-faire policy in the oil-rich states. A serious analysis of the revolution and its antecedents and to ignore completely the political realities of Iran in the last years of the Shah.

It was indeed western policy from 1953, when the CIA helped the Shah, to the early 1970s, when the West encouraged or indulged one political and economic folly after another in Tehran, that planted the seeds of what has made inevitable the eventual collapse of the very regime on

which western policy had bet to base its hopes.

This quarter of a century political blindness, eked out military and economic success, but only by the narrow margin of a few options, whether for windfall profits, but also by the essential flaw in western political strategy in the region of the globe through this period, namely to rely on the Shah's personal loyalty and his personal friendship with the United States.

The Shah's personal loyalty and his personal friendship with the United States were a double-edged sword. On the one hand, they were a source of strength to the Shah's efforts to build a modern state in Iran. On the other hand, they were a source of weakness to the Shah's efforts to build a modern state in Iran.

Perhaps eventually this was best, and it was years ago by Dr. Khomeini that the United States was exposed as a source of weakness to the Shah's efforts to build a modern state in Iran.

It is not rational then to believe that the Shah's personal loyalty and his personal friendship with the United States were a source of strength to the Shah's efforts to build a modern state in Iran.

This is still the problem: how to get out of the vicious circle of the local political forces to make a good region the key to successful politics rather than alternating between sporadic "revolutions" which are ultimately engulfed by the local political forces.

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In Las Vegas a couple of weeks ago, for what was spuriously billed as a boxing match, I was knocked out by the Aladdin Hotel and casino with a group of chiefly British reporters.

You must know it. It would scarcely be an exaggeration to say that the first time I was visiting the dreadful place for the first time writes it. Phrases like "Tawdry glitter" and "the expressionless zombies at the rows of endless whirling slot machines" trip all too gaily off our typewriters.

We come, we look, we even join in. Then we issue our inevitable moral judgment that the world would be a cleaner and better place if Las Vegas were not part of it. It makes us feel much better. I cannot now recall precisely when I wrote the Basic Las Vegas Story myself, but it certainly feels as if I have.

Anyway, everybody at the bar that evening was being snuffy about that particular journalistic cliché. One of us told how, after he had made his first grand tour in search of the real America, he proudly took his clutch of articles back to his London office with him.

An editor of infinite wisdom skipped through them, chucking approval, until he came to the Las Vegas one. This he withdrew from the pile and slipped it elegantly on to the legendary spike.

All of us at the bar nodded sagely.

"This is not," said one, "the real America."

I demurred, making a grand gesture with my arm towards the expressionless zomb...

It was, though I say it myself, a pretty bon mot which had the additional virtue of being unarguably true. These were Americans, having what they believed to be a good time, and of course if they believed it then they were having a good time.

There is no real America. It is made up of numerous different realities. Certainly, the money made on gambling in Nevada is real enough, the source of most of its revenue as well as much of the red hidden behind the neon-lit facades.

Crime is what eats away at the structure most insidiously. The enormous sums that change hands every day attract criminals as vultures are attracted to carrion.

Both organized and disorganized crime flourish in Las Vegas. Bank robbery is so frequent that the police give out tips on the radio about what to do if you are a bank employee and it happens to you. (If you can't open the safe, tell him you can't. Don't fight with the lock. It could infuriate him enough to shoot you.)

Organized crime seldom stoops to anything as vulgar as robbing banks. Its influence in the actual running of the spectacular robbery is cancerous. Though the authorities remove bits of it surgically from time to time, a trace always remains to grow large again.

towards the slot machine players, and cleverly avoiding knocking anyone overboard, I declared: "But these are real Americans."

It was, though I say it myself, a pretty bon mot which had the additional virtue of being unarguably true. These were Americans, having what they believed to be a good time, and of course if they believed it then they were having a good time.

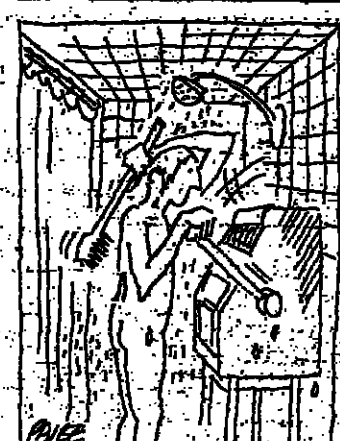
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The Aladdin itself, where I was having that companionable drink, was closed in the early



summer for irregularities, and reopened only during the week of the fight under new ownership. Already allegations have been published and vigorously denied—that the new owners are in cahoots with organized crime.

Mr. Hank Greenspan, the 71-year-old owner and editor of the *Las Vegas Sun*, probably knows as much as anyone (or at least as much as anyone not an accomplice in them) about the city's shabby secrets.

He is talking with him about Senator Paul Laxalt, one of Mr. Ronald Reagan's close political advisers, who was Governor of Nevada from 1966 to 1970.

"In Nevada as governor," Mr. Greenspan said laconically, "you distinguish yourself if they (the gambling interests) don't destroy the state."

In 1974, when Mr. Laxalt was first running for the Senate, Mr. Greenspan published suggestions that as governor he had been too close for comfort to

Mr. Howard Hughes, the racist millionaire financier who was buying into Las Vegas casinos at the time that Mr. Laxalt was elected to office this year, the changes have been received and expanded by Jack Anderson, the syndicated muck-raking columnist.

The story of Mr. Laxalt and Mr. Hughes to the extent that the full facts are known, is an archetypal Las Vegas story. It shows how, when you are dealing with a tainted industry, it is impossible to avoid its taint.

Mr. Laxalt had campaigned for governor on a pledge to weed out organized crime figures from the casinos.

Hughes came in and wanted to buy out their hotels, said Mr. Greenspan. "What better way of getting rid of organized crime?" Hughes would attract more reputable financing instead of hoodlum financing.

Rules then in effect prevented one organization from owning more than one casino but these were relaxed for Mr. Hughes and Mr. Greenspan supported the concession editorially. Later there was a report that a grateful Mr. Hughes offered Mr. Laxalt a job in his organization, and a counter-claim that the retiring governor had applied for one but had been turned down.

"When you say he was a lackey of Howard Hughes you could put me in that category too," Mr. Greenspan admits. "Hughes was buying everybody in this town."

In doing so, he was following a venerable tradition. One of the more colourful and crooked in the state's history was Mr. Pat McCarran, a senator until he died in 1954, an old

windbag but a power windbag, according to Greenspan. "His story goes that 'Congressional session McCarran would get on friends in the Senate, I'duce a Bill to ban gam all the states, including the Senator would th contributions from the purportedly to fund a e-against the measure, naturally was never ene."

"Like the elephant What's that your hold 'An elephant repel But there are no ants."

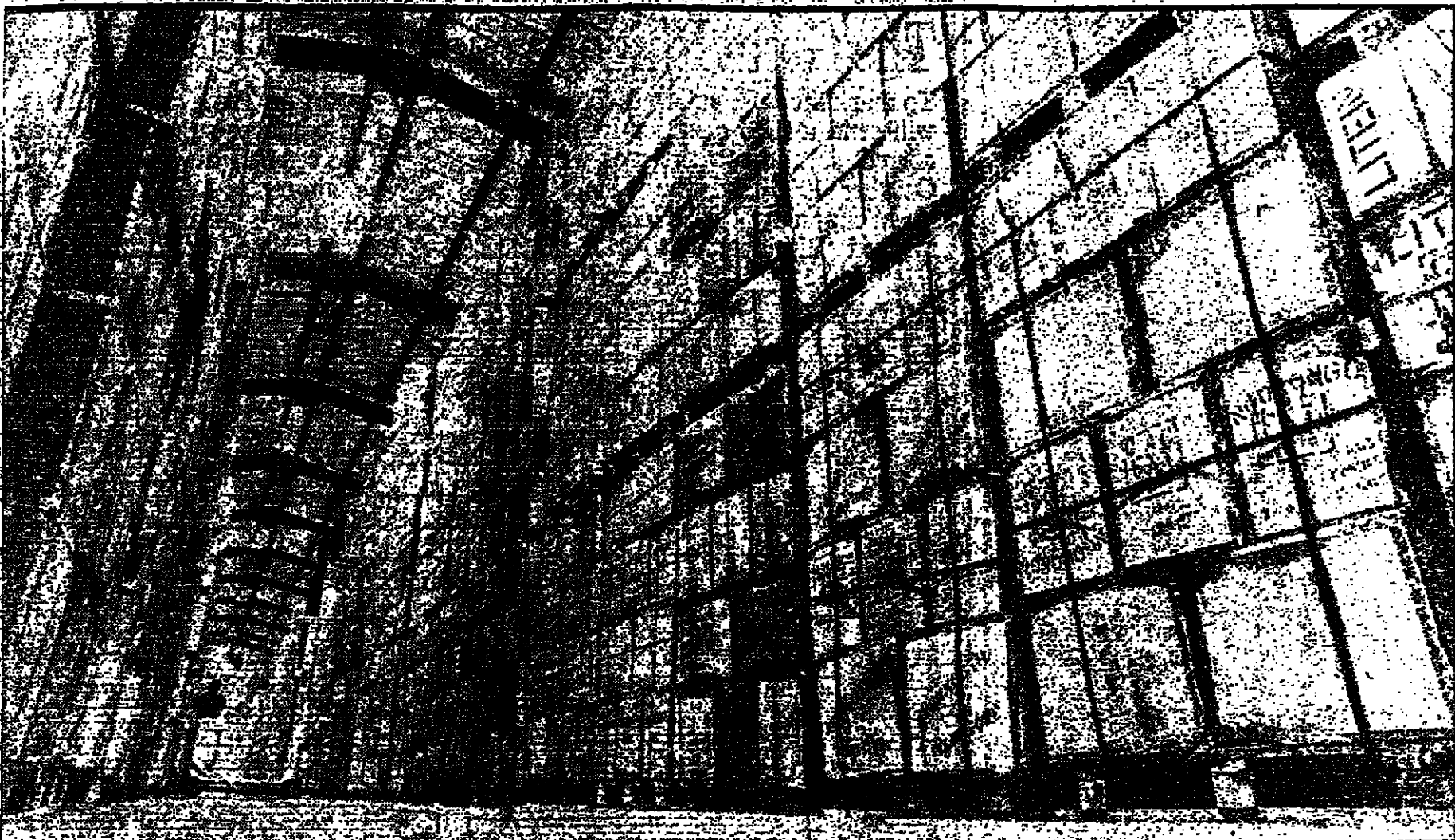
"You see, it works."

In 1952 Mr. Gre- nager opposed Mr. Gre- nager's friends in the to stop advertising in for a while they did, back-scratching is so p- rised people do not e- in wits.

I shall indulge myself direction of the Basic L- Story" by finishing w- advertisements from papers which sum up th- of the beastly plac- for the short-time visi- The first announced- tion for "topless sk- graphic definition e- started. The second- that such had been the- in Las Vegas of the- breast surgery clinic- arcade of the MGM- Hotel, alongside the- shops and the slot x- that its opening-ho- below" extended to- Sunday. Thanks for the- me, I can't.

Michael Lee

مکذا من رلاصل



A brass kettle and a silver spoon are part of the tea tasting ceremony which takes place at Sir John Lyon House, London. Top: a vast warehouse in East London where tea from all over the world is stored. Photographs by Brian Harris.

Where taste is traditional



Sir John Lyon House, centre of the London tea trade, is by the Thames, not far from St. Paul's Cathedral. Merchants and brokers moved there, next to the fur importers, from their traditional home in Mincing Lane in 1971. One motive was the search for lower rents, important to traders working on narrow margins.

In and around the office blocks forming Sir John Lyon House are the Tea Council, the International Tea Committee, and a number of bodies representing brokers, traders, buyers, and warehousemen. Individual companies also have premises there.

On Monday mornings auctions are held in a room overlooking the river. Brokers bid for tea from many countries: India, Sri Lanka, a dozen African states, Indonesia, Bangladesh, Malaysia, Vietnam, Papua New Guinea, Argentina, Brazil and Ecuador among them.

Brokers and the auctioneer do the talking, but also present are merchants and representatives of the big buyers who will ultimately package and sell the tea. These silent participants influence prices by imperceptible signs which indicate they are prepared to accept a price below their reserves, or to stretch their declared limit to buy something they need badly.

Frequently one bidder asks another: "Will you divide?" or "Can I have part?" This means the whole lot is too much for him, but he would like to share it with the successful broker. If the answer is "no", the latter may find the price being pushed up in an effort to make him think again.

Smooth dialogue in the auction room depends on expert knowledge of the tea going under the gavel. Brokers have reports from tea tastings which take place in another room where samples of the teas on offer are brewed in carefully measured quantities, twice as strong as housewives make it. Skilled tasters look at the dry tea, then at the grouts and at a small basin of the brew, before tasting a large spoonful and spitting it out. The tea can be taken with or without milk, but not with sugar.

Apprentices in this craft are given two basic rules: "Don't miss the spittoon, and don't knock over..." It is the tasters' assessments which guide bidders in deciding what the lots are worth.

Tasting is also the basis for blending different consignments which decides the contents of the mass-selling lines seen on supermarket shelves and in television commercials, and some less well publicized brands which go abroad or are bought by exporters. Modern blends contain tea from between 20 and 30 different shipments from individual estates.

It is this which gives consistency to a brand. The experts prepare a blending sheet, listing the recommended ingredients and quantities. At the packers tea is fed in bulk into large drums according to the blending

Tea auctions are held in a room overlooking the Thames.

Gray said the number of British flag vessels in the trade was declining, with competition growing from Polish and Soviet vessels on the East Africa routes.

Most warehouse companies use computers to keep track of stocks and meet the documentary demands of the trade. This awareness of the importance of accurate information helps to make the tea trade that party among British businesses, one which can produce a moving record of what is happening in it.

Ironically, Mr Peter Abel, the statistician who publishes annual and monthly figures for the International Tea Committee, does not rely on a computer. "We have considered using one," he said, "but it would be expensive and difficult to programme."

He and a staff of three deal with information from around the world, most of it sent by mail. Some is in script which is not always easy to read, and figures can arrive in metric or imperial weights. The Americans are among those who still use pounds.

In general, output figures are supplied by national tea boards, while those for consumption come from customs officials. The committee's *Annual Bulletin of Statistics* numbers China among its subscribers.

Patrick O'Leary

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Handover to Indian planters 'being done so nicely'

Mr. L. S. Kumar (right) is group manager of the Craigmore estate in the Nilgiris, with a workforce of 2,500. An Indian, one of many who now manage almost all the tea estates in India, he has been part of the gradual handover, since independence, from the largely British-run tea industry to trained Indian planters and now runs the estate and now runs the estate and now runs the estate.

Mr. Kumar is kind, shrewd and occasionally gets emotional about the history of tea, a history recorded by thumb prints in pay columns, or in the handwritten ledgers and disciplinary records kept by previous generations.

Today he plans advanced programmes for the estate, replacing bushes that are beyond their best production. "The soil is raped," he says, chewing on a cigar, "but happily tea is not temperamental and survives in spite of the tea planters' nursing staff."

The "Indianisation" of the tea estates has brought changes. Government legislation means that estate managers are expected to provide schools, hospitals and adequate housing for their workers.

Not all tea estates run smoothly and happily; there are labour problems and badly managed estates. But at Craigmore, there is a well-equipped hospital, with a resident doctor and trained



Mr. Allen met his bride Barbara at Hampton Court in 1945 and they were married in Calcutta Cathedral in 1951.

He has also used the lushness of a soil fed by the Brahmaputra to do a bit of kitchen gardening. He supplies the whole district with excellent tomatoes, has a fine herd of cows and rabbits and pigeons.

Chris Allen met his bride Barbara at Hampton Court in 1945 and they were married in Calcutta Cathedral in 1951.

In view of India's overpopulation he thought birth control should be encouraged on Keylung and decided to set an example. He called his workers together and said he would be limiting his own family to two. He and his wife would have one child and then leave a gap of 10 years before the next was born. A man of his word—he did exactly that.

This example was effective. Mr. Allen points with pride to empty beds in the maternity wing of the hospital at Keylung, which also has schools, adequate housing and social centres.

Caroline Sutherland

We've much of the world's best tea all wrapped up.

From the hills of Darjeeling and the plains of the Assam Valley in North Eastern India, the 16,000 hectares which comprise the estates of Macneil and Magor and their associates provide the world with over 30 million kgs. of the finest quality tea.

Tea that is sought after by all the world's most important auction centres and private buyers.

Which means the likelihood is that our tea is in the best packs throughout the world.

We've been around since the earliest days of tea in India, and our predecessors were growing and auctioning tea as early as the 1860's.

So next time you drink a really good cup of tea, think about Macneil and Magor.

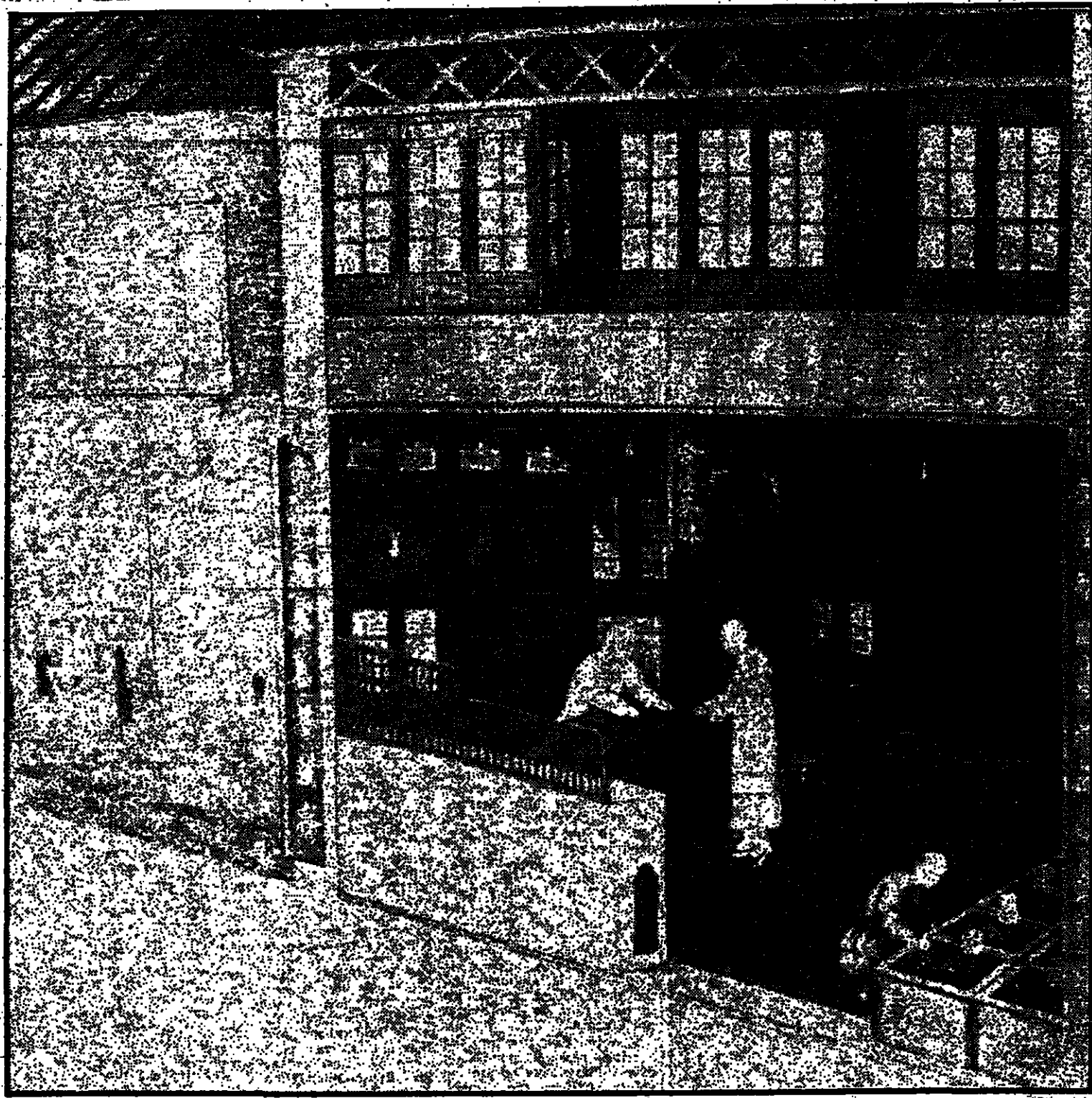
Without us, your cuppa might not taste as good.



MACNEIL & MAGOR LIMITED

Registered Office: 4 Mangoe Lane, Calcutta 700 001, India





The tea is ready to be sold, from plywood chests like those still in use today. This shows a shop in Factory Street, Canton, in 1930.

25 years of 'monkey business'

The series of chimpanzee television commercials used by Brooke Bond Liebig to advertise its PG Tips brand is not only outstanding in marketing terms—it has helped to boost the brand from about number four in the tea brand league table to number one, and keep it there. But it is also a success in creative advertising terms.

Over the years, the series has picked up just about every television advertising award. It is also immensely popular with viewers. One was carried away with the real-life situations in which the chimpanzees are shown that she wrote and asked Brooke Bond if a chimpanzee could open a safe—and give a tilt.

The idea of using chimpanzees to advertise tea is attributed to an unnamed copywriter at the S. I. Ben-

son advertising agency who, on taking a walk in search of inspiration, stumbled on a chimpanzee tea party at Regency Park. As Jo Gable writes in *The Telegraph*, a book commemorating 25 years of television commercials, the first chimp commercial, screened in 1956, was set in an elegant country house. It showed two beautifully-dressed "girls" and "boys" seated at a Regency table drinking tea from a silver service in dainty china cups. Since then, there have been hairdressing, mountaineering, maternity ward decorating, plumbing and a variety of other types of chimps, including Mr. Shifter the removal man, who, with more than 1,000 screenings, has been seen by more people than any other British television advertisement.

"Dad, do you know the piano's on my foot?" "You hum it son, I'll play it."

The latest series which started appearing on television screens in September is something of a departure from the previous "slice of life" comedy situations. It is a parody of the James Bond, *Tinker, Tailor, Soldier, Spy*, *Len Deighton*, *Avengers* genre of spy thrillers featuring (who else?) but a chimpanzee who "announces": "My name's Bond... Brooke Bond... and who embarks on a series of hair-raising missions in the cause of protecting the secret of the flavour of PG Tips via frozen lakes, gangs of 'wagging' Tongs and the Istanbul railway station. Like all good television, the completed advertisement

gives no hint of the painstaking work which lies behind them. Chimpanzees are not the most disciplined of actors and filming them takes between 10 and 50 times longer than it would with humans. Equally, the spontaneous actions of the chimpanzees in the studio are far funnier than the scripted lines and the production team has to be flexible enough to integrate them to the completed product.

Great care is taken to fit the voices to the movements of the chimps, a task which is achieved by skilful editing. Often when the chimps "speak", their action is filmed simultaneously by two cameras at different speeds to make it easier to dub in the voices. Many famous actors have provided the voices for the chimps. The late Peter Sellers did the voice over for the first commercial while Michael Jayston (*Tinker, Tailor, Soldier, Spy*) provides the voice for Brooke Bond.

Costumes provide their own problems. They are the responsibility of designer Sally Bacon who learnt at an early stage about the advisability of sewing the necessary padding for bosoms securely into the female costumes. "We started filming once, only to discover that a discerning chimp, finding bumps on his chest, decided that they looked better on his bottom."

The team who make the commercials have worked together for a long time. Mr. Berry Stringer, the director, has been involved with the series since 1971, when after two years of experimenting with other sorts of advertising themes, Brooke

Bond returned to the chimps. Mr. Geoff Muller, the film editor, was a key figure in the original of actors and filming them takes between 10 and 50 times longer than it would with humans. Equally, the spontaneous actions of the chimpanzees in the studio are far funnier than the scripted lines and the production team has to be flexible enough to integrate them to the completed product.

Behind the fun which those involved obviously have in making the commercials and the pleasure which viewers have in watching them, lies a hard-headed and serious business strategy. In the present series alone, Brooke Bond is investing more than £2m and wants to be sure that it is getting value for money.

Brooke Bond believes the special characteristic of its PG Tips is the consistency of the blend. The new spy thriller series cleverly incorporates the message by the convenient pun on the central character's name, that Brooke Bond, the company behind the brand, "protects" the flavour.

In the early days, chimps came from Tanzania, Zanzibar, but since then groups of performing chimps have been recruited from all over the world. The scripts call for a particular number, size and age of animal—for instance, the cast of the "maternity ward" advertisement called for "babies" so animals of 12 months were used rather than the more usual four to five-year-old females. Particular, tricks or tricks, such as the ability to skate, are then incorporated.

Patricia Hazan

New methods may replace the vanishing chest

continued from facing page

Already machine-made cartons of corrugated paper, cardboard or other materials are available as cheaply, and multi-layer bags made of a mixture of plastic materials are substantially cheaper. There is, moreover, increasing concern about plywood supplies, especially in Sri Lanka.

Bags and cartons are, of course, more liable to damage than plywood and chests may remain in the trade for use with higher-grade tea.

Mr. David Gray, director of Butlers Warehousing and Distribution, with special responsibility for tea, believes that the trade's use of container transport is about to expand from its present 5 per cent to 40 per cent in two years and to 80 per cent in five years. Switching to containers would mean speedier handling of cargoes and increased trade for ports opened to their use, such

as Southampton and Felixstowe.

Perhaps the most encouraging innovation in the industry, however, is the recent introduction of automatic vending machines which dispense freshly brewed cups of tea.

The Tea Council says that prices can be less than those of instant coffee and well below those of similarly dispensed freshly brewed coffee.

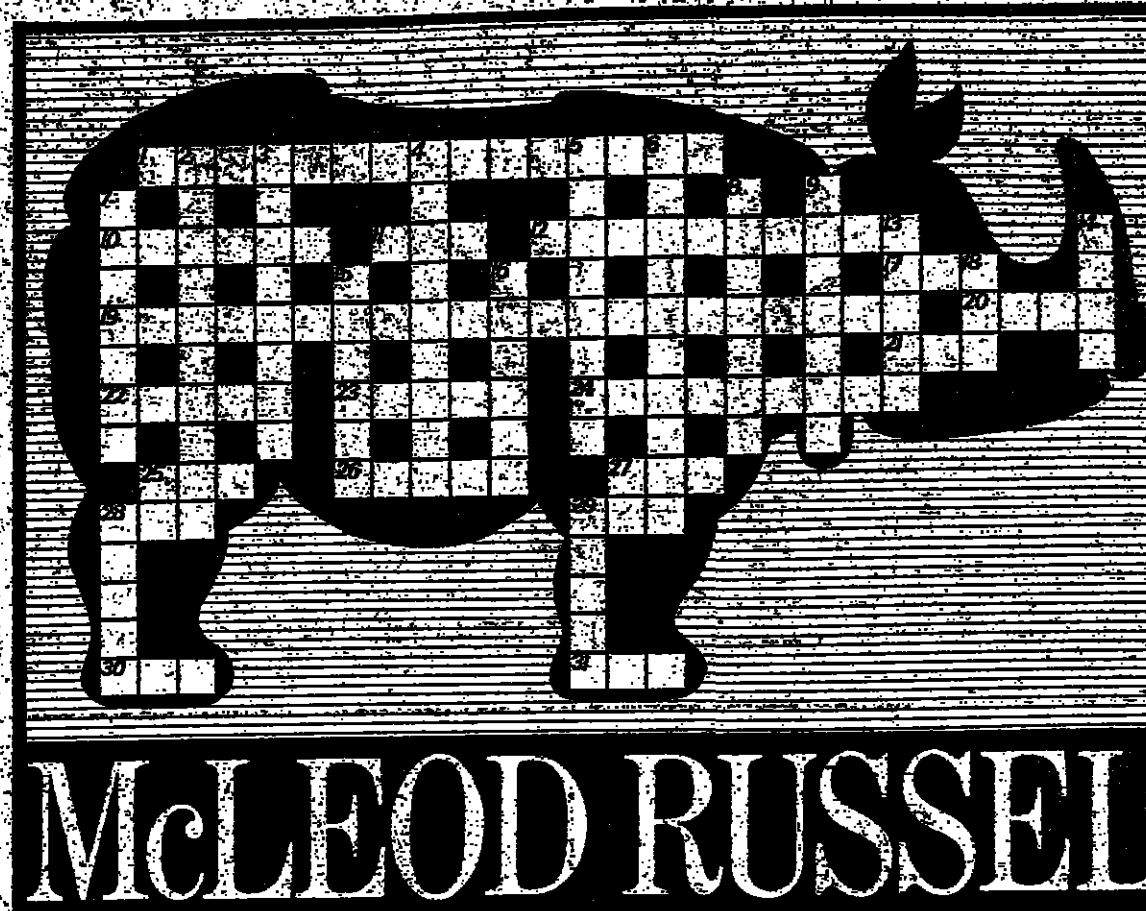
Mr. Christopher Ridsdale, Smith, marketing services director of Wittenberg Automata, a Danish subsidiary based at Croxall, believes that within five years freshly-brewed tea could account for 50 per cent of the 3,000 million cups of various beverages dispensed annually by vending machines, compared with instant tea's 10 per cent.

If he is right, tea-vendors every chance of soon winning back the ground lost to coffee in the past 10 years.

Derek Harris

The Great Rhinoceros Tea Prize Crossword

To mark the publication of *The Times* Special Report on Tea, McLeod Russel will send a 22lb chest of its finest Assam tea to whoever submits the first correct solution to the crossword. Entries will be opened on Monday 20th October 1980 and the winner's name will be announced in *The Times* on Wednesday 22nd October 1980. Entries should be sent in an envelope marked 'Rhinoceros' to McLeod Russel & Co., Limited, Victoria House, Vandon Place, London WC4E 4DF.



ACROSS

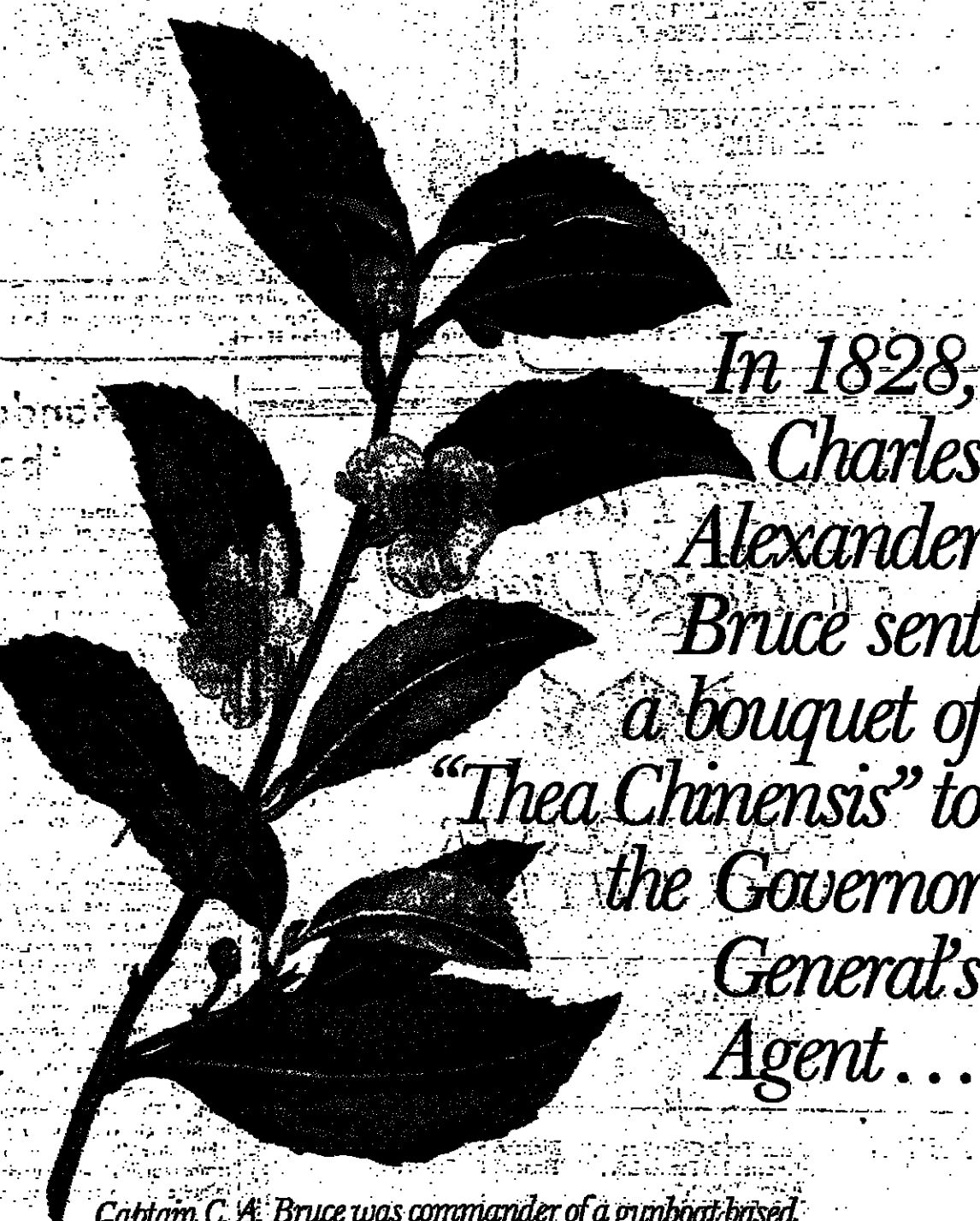
- 1 Rhinoceros (6, 7)
- 2 Variety of black and brown of Assam (4)
- 3 The beginning of the end of the world (10)
- 4 What do you get when you mix tea and water? (4)
- 5 Some say that rhinos are the most intelligent of animals (10)
- 6 Rhinoceros (10)
- 7 Rhinoceros (10)
- 8 Rhinoceros (10)
- 9 Rhinoceros (10)
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- 22 Rhinoceros (10)

DOWN

- 1 Rhinoceros (10)
- 2 Rhinoceros (10)
- 3 Rhinoceros (10)
- 4 Rhinoceros (10)
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- 22 Rhinoceros (10)

The great Indian one-horned rhinoceros is the logo of the McLeod Russel group. The group is based in London, where its shares are listed on the Stock Exchange, but its historic origins are in tea in India. The one-horned rhinoceros is indigenous to Northern India where many of the group's tea estates are situated. Tea continues to represent a major part of McLeod Russel's activities. Approximately 10 per cent of all Indian tea and

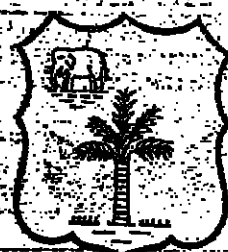
20 per cent of all Zambian tea is grown and manufactured on the estates of the group's subsidiary, an associate company before being sold to blenders in many parts of the world. Another subsidiary of the group produces instant tea in India and processes instant tea in the United States. In the United Kingdom the group has major involvement in tea warehousing through subsidiary, Buchanan's Warehouses Limited.



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You'll see we're as good as our word.



These Chinese paintings show (left) the firing, or "roasting", of the leaves as they move slowly through hot air chambers and (right) the tea being sorted and dried in the open air.

The beverage with an image problem

Marketing tea in Britain has been around for so long that almost everyone takes it for granted. Yet a glance at long-term trends will show the danger of complacency. Although tea still accounts for nearly 70 per cent of all beverages drunk in Britain, consumption has been slipping steadily since the last war.

Sales in individual years fluctuate, but taken overall the trend is an annual decrease of about 1 per cent. Changing social habits together with the increased popularity of instant coffee from the early 1960s, and fashionable alcoholic and soft drinks are a constant threat to tea's supremacy. For not only other hot drinks such as coffee, but June 1978, is an enthusiastic believer in the benefits of generic promotion. He points out that the decline in tea sales has been halted only twice in the past 20 years—in the 1960s and during 1979 and 1980. Each time the improvement has coincided with a big advertising campaign. The improvement may have been only a small percentage but in such a high market as tea where retail sales are valued at about £360m a year, even a small increase in sales is worth a great deal to the industry.

The tea industry is well aware of its vulnerability. Through the Tea Council, the producing countries, together with importers, exporters and other industry interests, pool resources to ensure that tea does not slip into the "forgotten" category. About three million pounds of the £175m researched and evaluated.

which the Tea Council expects to spend during the 12 months ending next August comes from producing countries such as India, Sri Lanka, Bangladesh, Indonesia and Kenya. The remainder comes from big branded tea producers such as Brooke Bond, Lyons, Tetley, Typhoo and the Co-op which collectively account for more than 80 per cent of retail sales.

The Tea Council's task is to promote tea generally rather than any particular brand. It does this through television and magazine advertisements and through a public relations and educational programme.

Mr. Jim Munday, who worked for French Golden Delicacies apples and soft drinks are a constant threat to tea's supremacy. For not only other hot drinks such as coffee, but June 1978, is an enthusiastic believer in the benefits of generic promotion. He points out that the decline in tea sales has been halted only twice in the past 20 years—in the 1960s and during 1979 and 1980. Each time the improvement has coincided with a big advertising campaign. The improvement may have been only a small percentage but in such a high market as tea where retail sales are valued at about £360m a year, even a small increase in sales is worth a great deal to the industry.

The Tea Council believes in a thorough professional approach to promotion. While slogans such as "Tea. Best drink of the day" may look casual and light-hearted when they first appear, each step in each advertisement is carefully researched and evaluated.

The current series of television commercials with the "Best drink of the day" slogan was launched in November, 1977, only after detailed tests to ensure that they would influence young housewives. The campaign appeared after an interval of about five or six years when Tea Council activities were concentrated on cheaper public relations exercises.

The previous big television campaign—the "Join the tea set" series of advertisements—appeared in the late 1960s to counter the inroads of the coffee bar craze which had swept across Britain. The tea industry wanted to show that its product could be just as fashionable for teenagers as its instant coffee rival.

Fashions change, however, and the brittle jauntness of the "Join the tea set" theme no longer matched the austere mood of the oil crisis in the late 1970s. When the tea industry decided to resume consumer advertising in 1976, a new approach to advertising was needed. The "Best drink of the day" advertisements are intended to encourage tea drinking at all times of day and night, and to remind young housewives and young mothers that tea is not just a drink for older people.

These advertisements promote tea drinking much more subtly than the blunt "Drink more tea" slogans used shortly after the last war—but the basic message is still the same.

Apart from the absence of branding, there are fundamental differences between the objectives of the Tea Council's advertisements and of those used by the tea companies. Brooke Bond's PG Tips chimpanzee

advertisements for instance—which first appeared in 1956 and are the longest running series of commercials on British television—are designed for confirmed tea drinkers, and are cosy and familiar. The Tea Council's Campaign, on the other hand, is aimed at potential new users of tea and those who had forgotten about it. The intention is not so much to generate instant sales as to change attitudes. (The Price Commission in 1978 estimated that more than a third of the tea companies' promotional budgets went on cut price and other inducements for specified short periods.)

The Tea Council has a wide range of public relations activities, using different methods to achieve the same objectives. For example, it sponsors the Keep Fit Association, which has a membership of 20,000 young women who are persuaded to keep fit with tea, because tea with lemon has no calories. Keep Fit Association events include a national festival at the Albert Hall with 1,000 performers and audiences of 4,000. Last year about 50,000 participated at "Keep fit with tea" sessions at Butlin's Holiday Centres.

Moving further down the age scale are the educational aids offered to schools and teachers. While educationists might be reluctant to use wallcharts, films and other advertising material for a particular brand they welcome industry studies tracing the various stages of tea from bush to supermarket shelf. "This is where generic promotions can win every time over branded advertising", Mr Munday said.

Patricia Tisdall



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New methods may replace the vanishing chest

New techniques are having a profound impact on the handling factor in catering, where 90 per cent of tea is in bagged form, and on long.

The tea does, however, suffer from the classification of the smallest leaf—the size ordinarily used in tea bags—as "dusts". This is not meant to be a slur, but it does mean that the tea is not as good as the "whole leaf" teas. "Dusts" are, in fact, tea leaves which have been broken up, and are not as good as the "whole leaf" teas.

Probably the most extensive research and development has gone into improving the tea bag, which now accounts for half the tea drunk in Britain. In 1970 tea bags accounted for only 10 per cent of tea drunk, but are now accepted for their convenience, former problems such as paper taste of which some consumers complained, having been overcome.

The price is comparable with that of packet tea, and even exotic up-market varieties are sold in bags. Manufacturers claim that tea bags are more economical than packet tea because the portions are rigidly controlled.

This is certainly a factor in catering, where 90 per cent of tea is in bagged form, and on long.

The trade does, however, suffer from the classification of the smallest leaf—the size ordinarily used in tea bags—as "dusts". This is not meant to be a slur, but it does mean that the tea is not as good as the "whole leaf" teas. "Dusts" are, in fact, tea leaves which have been broken up, and are not as good as the "whole leaf" teas.

The tea bag has an ancient lineage. Centuries ago the Chinese used small purses to steep tea leaves running riot. Nevertheless, it was well into this century before tea bags were made from other materials than paper.

The development of long fibres, and the use of a simple method to bond the two sides of the bag, and of producing a paper that would allow liquid to filter through it without losing its strength when wet.

Long fibres, such as are found in pulped hemp, are blended with other fibres, and some manufacturers have developed techniques with synthetic fibre. C. H.

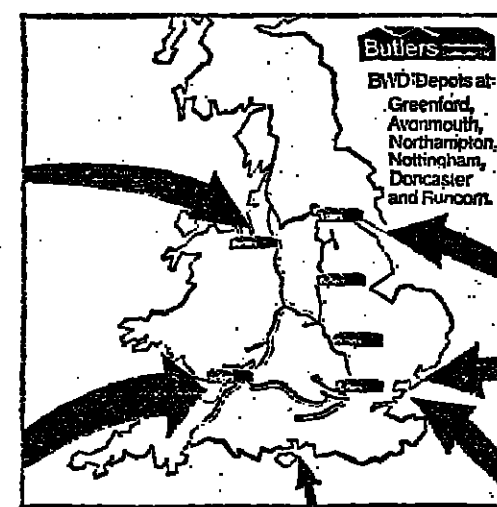
Dexter Corporation, the United States-based company which pioneered the use of hemp long fibres as a non-woven material for various uses, including tea bags, has a British offshoot in Berwickshire where recent research has concentrated on producing materials that can withstand the high speed of modern tea bag filling machinery.

Technologists are still arguing over whether tea bags should have holes or whether thick areas of the bag should be varied with thin porous ones. The Dexter Corporation is working on a technique to increase the proportion of porous areas.

The trade is undergoing changes even more radical than the use of the tea bag. The familiar foil-lined plywood tea chest still accounts for much of the distribution of the world's tea supplies, but may soon be superseded by cheaper packaging. The chests cost about £2 when made up in India or Kenya, but usually make only one trip. Four million come into Britain every year and nobody quite knows where they all go.

continued on facing page

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Reports on major producing centres are on this and the facing page

India: caught in an economic pincer

India's tea producers find themselves caught in an economic pincer. The good news is that production in the country's 1,000 plantations is expanding and it seems certain that output this year will reach a record level. The bad news is that there is a prospect of the industry making a loss because of falling prices and rising costs.

Two years ago India produced a record 570 million kg of tea. The expert view is that production in the current year could go to 590 million kg. Even 600 million kg has been predicted.

During the next 20 years, with more land being brought under cultivation, both in the traditional tea districts and in new areas to be opened up, India has the capacity to double its production.

This optimistic picture of growth is a key anxiety to the tea industry. It is the industry's fear that the government's policy of the previous government which gave priority to internal consumption over exports, a domestic shortage in mid-summer of 1977 put up

The need to sell more tea is acute, but domestic consumption, about 350 million kg (6 per cent up on last year), is not likely to increase much in the short term. The increasing price of milk and sugar—Indians love their tea sweet—is a factor in this.

At its annual conference recently the United Planters' Association of Southern India found it had several things to complain about. It blamed the policy of the previous government which gave priority to internal consumption over exports, a domestic shortage in mid-summer of 1977 put up

prices and persuaded the Government to restrict overseas sales. Growers viewed this as a short-sighted policy. Its effect, they say, was to push India down the league table in the international tea market while it allowed China and African countries to take a considerable portion of India's export trade.

The new Government aims to get back to the old position, but this is no easy business. Fertilizers and other oil-based products have risen sharply in price, and the growers find that the financial pressure has been compounded by wage

risers and taxes. So tea has risen in price from three rupees a kilo to 14 (there are 18.5 rupees to the pound).

Planters are upset that the wealth tax on plantations is being continued while other agricultural land is exempted, and they say that this will restrict development. Meanwhile, tea production in the state of Kerala is being affected seriously by labour problems.

Mr B. Sivaraman, secretary of the United Planters, is rather gloomy about the rising costs. "They have gone out of control. Our in-

dustry is being hampered and our exports have dwindled. African countries have been offering their tea at half the price of ours."

A support price for tea, similar to the support for rice and wheat, has been suggested. But Mr Sivaraman believes this would not be effective because tea is an international commodity and international action determines its price. Support price would not help exports, he thinks, and improvement in this area is a priority.

The worries of the tea planters over rising production costs would be smaller if the increases were

matched by increased auction prices. But this has not happened. Calcutta auction prices have been between 14 and 16 rupees a kilo, only a shade better than last year. Many in the trade feel it will not be surprising if later this year tea from India is sold in London at prices less than the cost of production. To add to the troubles there have been protracted labour difficulties in ports and warehouses.

Although all this is causing anxiety, there are some shafts of hope and some pointers to eventual improvement. The recent adoption by the Government of

most of the recommendations of the Tandon committee on tea marketing is reckoned by many in the tea trade to be a significant step forward, offering a plan for long-term improvement.

The Tandon report recommends that subsidies should be paid to encourage replanting at a much higher rate. It also recommends the setting up of a financial institution to fund plantation development, sorely needed in view of the taxation which has left producers with depleted reserves.

The Government also accepts the point made in

the report that because of the influence of London prices on the international market, direct consignment of Indian tea to the London auctions should be continued.

These are difficult days for India's huge tea industry, and much hope is being pinned on the ideas of the Tandon committee in establishing an integrated strategy for the development of tea production. Most people in the tea business in India believe that this is the best way to help an industry which has been blown off course.

Trevor Fishlock

Kenya: upsurge in production

Tea is in the forefront of Kenya's agriculture and as the result of a remarkable upsurge in production of this crop since the Second World War, it has assumed the second most important place in the country's economy, exceeded only by coffee.

Record production of tea is nothing new to Kenya; output grows every year as further plantings come into production. Last year saw Kenya's output falling only slightly short of 100,000 tonnes, at 99,275 tonnes; and most of the increase this year, there is no doubt that it will exceed 100,000 tonnes.

Tea seeds from the Botanical Gardens at Kew were first introduced into East Africa in the late nineteenth century, when they were established in trials in Uganda. In 1903 an enterprising settler first planted some tea near Nairobi, but it was not until 1925 that the growing of Assam tea started in Kenya, but since then the crop has expanded dramatically, until today it covers more than 70,000 hectares.

Originally centred in the Kericho area of western Kenya, where the large tea estates still dominate the countryside in an orderly pattern of lush development, tea later spread to other parts of the Kenya Highlands, and in recent years its fastest development has been on African smallholdings in the Central Province north of Nairobi.

Production from small holders now far outstrips that from the large estates

which are still operated by such household names as Brooke Bond and James Finlay. At the time of this crop since the Second World War, it has assumed the second most important place in the country's economy, exceeded only by coffee.

Total production of tea has risen from 1,000 tonnes in 1963, independence year, to today's 100,000 tonnes—tonnes, and most of the increase has been grown by small African farmers, generally with no more than a hectare or a hectare and a half of tea each.

The highest grades (and the highest market prices) are now achieved by tea from these smallholdings; a result of the combination of good natural conditions and the continuous care and cultivation that is achieved under this system.

Tea growing now provides for thousands of Kenyan farmers who, by consistently exceeding their production targets, have demonstrated their enthusiasm for this crop.

The Kenya Tea Development Authority, which was created in 1964 to organize the smallholder side of the industry, now dominates the market for Kenya tea. Most of Kenya's tea is marketed at the London auctions, or at the auctions in Mombasa, which are well established in the world tea trade, and where its high quality ensures a ready market.

The KTDA operates 30 tea factories to serve the African smallholders, whose tea is collected from their farms and carried to the nearest factory for grading and processing, before being packed in chests and sent to the auctions, from where it travels to Britain and to other important markets throughout the world.

During the past five years, more than £17m was spent on building and equipping new tea factories, and on providing field services, including expert supervisors, for the smallholder producers. The necessary capital has come partly from foreign aid and partly from Kenya's own resources, with the KTDA servicing the capital inputs from the proceeds of the tea.

Apart from debt servicing and overheads to run the industry, the proceeds of sales of tea are returned to the farmers, who receive an initial sum, based on an estimate of the crop proceeds, followed by a further payment when the season is over.

Kenya's soil in many areas has shown itself well suited to tea production, and yields of tea in Kenya are far higher than in the older-established producing countries of India and Sri Lanka, and at consistently high quality levels.

The large tea estates are an important part of the industry, and they achieve a high degree of efficiency. But they must use paid labour to tend and pluck the tea, whereas the small farmer does this work with

the help of his own family. The large estates employ thousands of workers, and their wages are an important factor in the economy of the tea-growing areas.

Last year, production of tea in Kenya increased by 6.3 per cent, but lower price levels on world markets meant that the total yield in terms of cash was lower. From a record level of 21.49 shillings per kilogram in 1977, prices fell to an average of 15.83 shillings in 1978 and 13.57 shillings in 1979.

The lower prices—which are a reaction from the exceptionally high levels registered in 1977—are an incentive to Kenya to increase productivity and efficiency in the industry generally. This challenge has been responded to by both the large-scale estates and the smallholder tea industry, with the emphasis on improving yields from existing bushes, lessening the loss of tea through transport delays, and by improving roads in the tea-growing areas to make transport of the leaf to the factories easier, particularly in the rainy season.

Kenya's expanding tea production has made a remarkable impact on the country's economy. In 1949, Malawi was the largest African tea producer, with Kenya close behind with 5,250 tonnes. By 1959, Kenya was well in the lead, and it now produces nearly double the amount of tea produced elsewhere in Africa.

Britain has always been the main customer for

Kenyan tea, but smaller quantities are sold to countries such as West Germany, The Netherlands, the United States, Canada, Australia and New Zealand, as well as to a number of African countries.

Kenya itself is a tea-drinking country, but despite a growing volume of local sales, these are overshadowed by the volume of exports. Tea contributed £67,343,000 to the Kenyan economy last year (against £106m for coffee). Exports from Kenya in 1975 were 52,450 tonnes; in 1976, 59,285 tonnes; in 1977, 70,220 tonnes; in 1978, 84,968 tonnes; and in 1979, 94,025 tonnes.

Further increases in Kenyan production can be expected in the next few years. The Kenya Tea Development Authority is now in the process of implementing its latest development plan, which provides for 25,000 acres of tea to be planted between 1978 and 1982.

There are more than 125,000 small tea growers in Kenya, who between them are responsible for something like two-thirds of all production. Most of the tea planted by these smallholders is still young, and has yet to reach full production. This, with the new tea factories which are being provided to handle the future production from these smallholders, will ensure that the trend of a yearly increase in output, already well established, continues.

Charles Harrison



Tea ready for consumption, is crated for export. Smallholders now occupy more than half the acreage under production. Right: temperature controls are carefully maintained during the processing, which includes 18 minutes of "fining".

Where in the world do we get our reputation?

All over the world, Lipton is the word for fine tea.

In popularising the great British drinking habit, we've built ourselves a reputation that we guard with bulldog tenacity.

Today, the reputation of Lipton Export Limited is so well-established that we export more teas to more countries than any other company.

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Not least by sticking to the policy set down by Sir Thomas Lipton the day he first opened shop, way back in 1871: quality and better value for money.

We think we've done Sir Tommy proud. Last year, Lipton Export Limited collected a Queen's Award for export achievement.

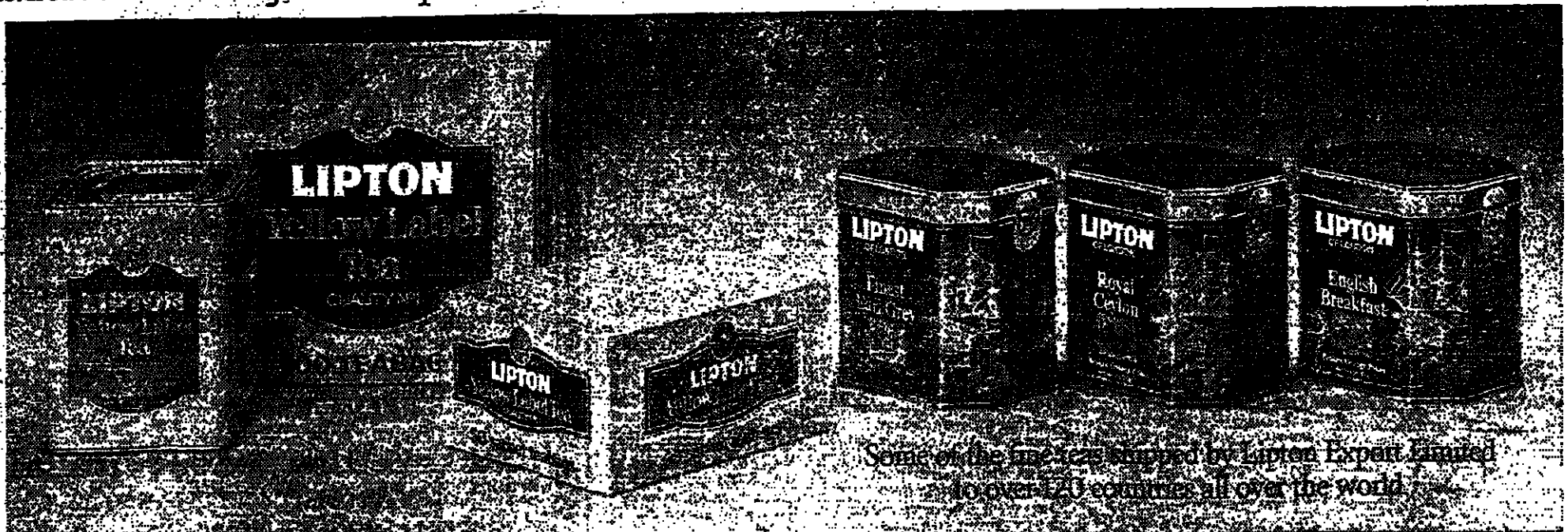
To meet the different tastes of all the nations who enjoy Lipton teas, we naturally have a wide and varied product range.

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all these teas are blended and packed right here in Britain, at our factory at Leighton Buzzard. This is, in fact, the largest 'tagged bag' tea factory in Europe.

qualities have not varied for more than 50 years.

All told, Lipton teas are now enjoyed in over 120 countries all over the world.



Some of the fine teas supplied by Lipton Export Limited to over 120 countries all over the world.

Our most popular blend of all—Lipton Yellow Label—is internationally recognised as the classic English tea and it is unrivalled as the world's favourite.

This blend of Ceylon, Indian and other fine teas was perfected by Sir Thomas himself. Its clear, bright taste and refreshing

So where in the world do we get our reputation? Quite simply, wherever people pour themselves a cup of Lipton tea.

LIPTON
Quite simply, the world's favourite tea.

Tea

The tea industry is something of a jigsaw puzzle with interlocking parts made up of producers, merchants, buyers, brokers, dealers and promoters. This interdependence leads the men in it to get together frequently, whether in national or international bodies, or at supranational gatherings organized by the Food and Agriculture Organization and the United Nations Conference on Trade and Development.

Wherever and whenever they meet, the general theme is of too much tea chasing prices that are too low. The average cup, taken with milk and sugar, can be produced for a penny. A broker said: "The auction price of tea in real terms has never been lower since the war. What we really want to see is better tea produced."

It is not in the nature of consumers to heed such complaints. They remember that in 1970 they could buy a quarter-pound packet for the equivalent of 7p, and often it carried some kind of stamp or other rebate. However, the latest increases in shelf prices cover, among other costs, the introduction of mechanization and a larger pack.

Nor have these increases yet filtered back to producers. Tea imports into Britain are running at some 200,000 tonnes a year, half of it sold at the London auctions. Average prices so far in 1980 have been down on last year's figure of 102p a kilo, which itself was much lower than the 1978 price. However, traders hope to see a firmer market for medium and better quality products before long.

The fall is partly a reaction from 1977, when a shortage of tea encouraged speculative buying which at one stage drove prices in London well above £2 a kilo. Shippers rebelled, causing a sharp retreat. But stocks had been built up and producers, round the

world, had raised output, some of it low in quality.

As in other industries, packers and distributors have reduced stocks to cut capital costs. This, paradoxically, has gone some way to stabilizing spot prices, when blenders find they are short of a particular kind of tea to make up a standard line.

Over the past 10 years consumption of tea in Britain has declined; for the United Kingdom, including the Channel Islands, the total was 473,729 tonnes last year compared with 233,588 tonnes in 1970. Competition has come from rising sales of alcohol and soft drinks, and from instant coffee.

But even today, when a Briton feels thirsty, it is an even chance he will choose tea. The odds against coffee are four to one. Only the Irish, who like it strong, and some Gulf Arabs, drink more tea a head than we do.

It is auctioned in several countries, notably in the Indian sub-continent and Africa, but Britain is the world's biggest importer, and is the only place where tea from all the leading exporting countries are sold in competition with each other.

Britain has occupied a central role in the industry since early in the nineteenth century. London auctions are attended by both domestic buyers and exporters who send tea to Europe and elsewhere. This re-export trade amounted to more than 24,000 tonnes last year.

In 1979 the decline in British consumption was reversed for the first time in many years, after a promotional campaign by the Tea Council funded by producers and traders. The council also introduced a star grading system for tea used in catering.

"Tea is of variable quality," council spokes-



This is one of a set of 13 paintings, which are in the Peabody Museum, Salem, Massachusetts. They were painted in about 1830 by an unknown artist, and tell the story of the cultivation and production of tea through its many stages. Although they are 150 years old, they illustrate a process that, in most aspects, has not changed to this day. Tea, which comes from the evergreen bush *Camellia sinensis*, is a product which is planted, cultivated and picked by hand. Other paintings in this Special Report show the drying, or roasting, of the tea leaves, the export, drying, and a tea shop.

The Chinese paintings of tea production are reproduced by permission of the Peabody Museum of Salem, Massachusetts, United States.

Now most blenders, who brokers would like to see sell to hotels, restaurants and cafes, either direct or through cash and carry stores, have their tea labelled one, two or three star according to the classification of independent tasters. Some producers and

obtain a better return per kilo. Last year an International Tea Promotion Association to limit exports on a yearly United Nations Council for Trade and Development year 10 of the world's lead the same course. Unfortunate, perhaps for the consumer, for the best conference.

Such moves are not new. When *The Times* published a Special Report on tea in 1970, Mr. W. Wilson Mayne, under the heading "Swift action needed to save an industry's life," wrote:

"The retail price of tea to the United Kingdom consumer has remained unchanged for more than a decade. For the past two years the countries concerned have been feeling their way towards some scheme of regulation of exports."

Exports were then just emerging from a slump which had led to "join the tea set."

One broker said to me: "Before the war, the colonies could dictate what happened in India, Ceylon and Indonesia. Then came independence, higher taxes, and the arrival of African producers as a major factor in the London market."

Given the right climate, warm and moist, tea is an attractive crop to third World countries. It is labour-intensive, it has to be dried and processed close to the plantation (which produces more jobs), and many customers pay to have it tea bagged.

In these circumstances, poor countries are reluctant to limit production.

Although Britain is the biggest importer, the real price of the tea world is India, with the highest production and highest total consumption. Generally, rising production is matched by demand generated by an increasing population. But any excess in this relation can be felt in world markets.

So, in 1977 a poor Indian crop caused a shortage which led to the example in prices. This season there is another because a bumper harvest may coincide with a further one of super-plantations. The India likes the tea, but may drink less and so release more for export.

Another traditional producer is Sri Lanka, which has been affected by the aftermath of nationalization and an investment in replanting, notably in replanting.

African plantations, which produce more tea, are in the tea and fertilizer. In these these are made even poorer road and rail with suitable ports.

A number of less famous names are important producers. The Soviet Union is believed to grow 100,000 tonnes as well as buying as the best Indian Assam Darjeeling.

Mechanical harvesters have been introduced in China and Mauritius. It is still a demand for green tea and the C also export black tea, of this goes to the States.

American consumer per head is small and taken in economic terms generally "on the r" But the size of population makes America a big market. Perhaps last reminder of that the plantation (which produces more jobs), and many customers pay to have it tea bagged.

Then, account for the British market, on trust the statement if I were blindfold could not tell the difference between tea brewed in India and that brewed in Ceylon. Nevertheless, tea bag to me to combine the disadvantages of taste and few of the tastes.

Perhaps standard are so bland it makes difference whether it is bagged or not. Since time pooling, the drinker insists that it should remain unvarying from year to year. This makes it difficult to get the consumer security the basis for quality and so for return to growers.

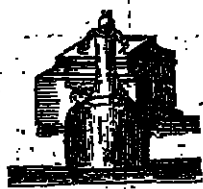
Patrick O'I

Legends

Samuel Johnson, who was passionate about tea and described himself as a "hardened and shameless tea drinker", thought that tea did not have enough nourishment, and was also too expensive, making it "a liquor not proper to the lower classes of the people".

His misgivings were not shared. By the middle of the eighteenth century the common people were showing an "unbridled passion for the stuff". By 1767, Arthur Young was horrified to find "labourers losing their time to come and go to the tea table, nay farmers' servants even demanding tea for their breakfast."

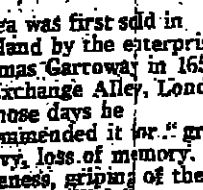
He may have wronged his hands but the tea break came to stay.



The Emperor Chen Nung, an enlightened ruler, was always keen on hygiene and medical standards in his court. One day in 2737 ac, the Emperor was boiling some water when a few leaves from a tea bush (the *Camellia sinensis*) fell into the imperial brazier. The Chinese rightly claim that tea, as we know it, made its debut in China.

It was not until the sixteenth century that news of this dried leaf and boiling water combination was to reach Europe.

Paris talked of little else. In London we had been rather keen on coffee houses which, much to Oliver Cromwell's irritation, also sold alcohol.



Tea was first sold in England by the enterprising Thomas Garraway in 1657 in Exchange Alley, London. In those days, however, it was recommended for "gravel, scurvy, loss of memory, looseness, griping of the guts and colic."

Apart from these claims, tea began to be a new fashionable drink in England.



Samuel Pepys was so excited by his first taste, he entered it in his diary saying on September 25, 1660, that he "did send for a china (tea) of which I never drank before."

It received the royal seal of approval when King Charles II married a Portuguese princess, Catherine of Braganza. She upstaged the ladies of the English court by telling them she had been drinking tea for a long time before she came to Britain.

From 1664 the merchants of the East India Company, never slow to miss a chance of promoting sales, sent gifts of tea to the court and humbly noted that it had been well received by the King. The enjoyment of tea in royal circles tormented the fashionable who became demented in their search for these dry little Chinese leaves.

One hostess entertaining Robert Southey, a century later, was anxious to impress the poet. She had secured two lb of tea but thought it should be treated like cabbage or swedes and boiled it up in a most disgusting way and then dotted it with butter and salt.

Needless to say the Duchess of Bedford's afternoon teas in the 1780s were most elegant with tea being poured from graceful silver pots and perfectly made "below stairs".

For those of us who hunger for afternoon teas with cucumber and crab sandwiches, crumpets, scones and jam, we have the duchess to thank for its invention. The wife of the seventh Duke of Bedford, thought that there was an awful long and boring gap between lunch and dinner. The duchess used to invite her friends privately to her room for tea and bread and butter. Afternoon tea became a delicious English ritual which was taken all over the empire - sugar tongs, monocled, table linen, cake forks, sugar tongs and strainers were sent ahead by sea.

Crumpets, fresh cream puffs, coconut cakes topped with chocolate, Bath buns, sponge with 'creams', roasted tescos, eclairs, graced any reasonably decent tea table.

It is unlikely that George Orwell would have insisted on a groaning cake platter but he was very fussy about his tea and had 11 golden rules which could be a bore for his hostess. He insisted that his tea should be Indian; and said sugar ruined a good cup of tea.

Rupert Brooke obviously preferred sticky honey to home-made raspberry or strawberry jam. Tea has been written about so romantically that it comes as rather a shock to find that Hitler was very partial to it. In a study of the Nazi leader, Professor Bullock claimed that the Führer was at his most dangerous when he was musing over the tea cups.

Every afternoon when the Queen is at Buckingham Palace, she stops for tea, making her favourite blend, Darjeeling, in the silver Victorian spirit kettle.

The Mandarin and Camomile for China tea was *ch'a*, which, converted to English d'ang, became known as *char*. But in the Amoy dialect the same word is *te*.

Caroline Sutherland

Everyone knows the world's biggest producer of tea. But who produces the best?

India. The world's leading producer of tea. And the home of the three finest teas in the world: Darjeeling, Assam and Nilgiri.

High in the foothills of the Himalayas grows Darjeeling. Rare, refined, the undisputed Champagne of Teas. Darjeeling is unrivalled anywhere in the world for its delicacy of flavour, enticing aroma and exquisite bouquet. For afternoon tea, the discerning drink Darjeeling. It's pure liquid luxury.

Rich, dark and full-bodied, the tea of Assam is the perfect tea for everyone who has a weakness for a good strong cup.

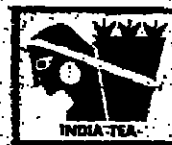
It's the ideal breakfast drink—smooth, invigorating and full of flavour.

From the hills of Southern India comes Nilgiri, a bright, brisk tea much prized for its delectable fragrance. Clear and refreshing, Nilgiri is a delicious pick-me-up at any time of day.

For further information on Pure India Tea please contact: The Tea Board of India, 343 Oxford Street, London W1. Telephone: 01-493 7516/7

India Tea

raise your cup to it



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Secretarial and Non-Secretarial Appointments

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Recruit Quality

MATURE P.A. (Ref. 1 CO/PC)
This P.A. with a wealth of experience in the leisure and entertainment field is at your disposal. With top secretarial skills of 12 shorthand, 10 typing and a charming personality, she is happy to take on responsibility. She is looking for a new challenge in the Knightsbridge area for £5,000.

PROFESSIONAL SECRETARY (Ref. 2 CO/SB)
With 15 years of 125 shorthand and 35 typing and a very stable C.V. Miss S. is a commendable assistant to a busy P.A. She is looking for a challenging position in the City for £6,000.

SECOND JOBBER (Ref. 3 CO/SB)
Miss S. is looking for a challenge in the City. She has 10 years of experience in the City and is looking for a new challenge in the City for £5,000.

SECRETARY/P.A. (Ref. 4 JR/JB)
Need to be well organized? Miss S. is experienced at taking over and running the show. She has 10 years of experience in the City and is looking for a new challenge in the City for £5,000.

COLLEGE LEADER (Ref. 5 JR/VGS)
Looking for a challenge? Miss S. is an excellent college leader with 10 years of experience in the City and is looking for a new challenge in the City for £5,000.

STABLE SECRETARY (Ref. 6 DT/HB)
Miss S. is a stable secretary with 10 years of experience in the City and is looking for a new challenge in the City for £5,000.

AUDIO SECRETARY (Ref. 7 CO/KH)
At 22 Miss S. has gained excellent experience in an Estate Agents and the textile industry. Her presentation is excellent and with her ambitious personality makes her worthy of an important position for £5,000 p.a.

EXECUTIVE SECRETARY (Ref. 8 DT/RS)
Take sound business knowledge, top secretarial skills and ability to use a number of office machines, you've got Miss S. in multi-talented—70 wpm typing, audio, tele. and a real realistic approach. An attractive asset for £5,000.

TOP FLIGHT P.A. (Ref. 9 BC/AJ)
Top skills 65/112 and solid experience in television and advertising. Miss S. is a commendable right hand looking for an important position for £5,000 p.a.

AUDIO SECRETARY (Ref. 10 CO/KH)
At 22 Miss S. has gained excellent experience in an Estate Agents and the textile industry. Her presentation is excellent and with her ambitious personality makes her worthy of an important position for £5,000 p.a.

EXECUTIVE SECRETARY (Ref. 11 DT/RS)
Take sound business knowledge, top secretarial skills and ability to use a number of office machines, you've got Miss S. in multi-talented—70 wpm typing, audio, tele. and a real realistic approach. An attractive asset for £5,000.

TOP FLIGHT P.A. (Ref. 12 BC/AJ)
Top skills 65/112 and solid experience in television and advertising. Miss S. is a commendable right hand looking for an important position for £5,000 p.a.

AUDIO SECRETARY (Ref. 13 CO/KH)
At 22 Miss S. has gained excellent experience in an Estate Agents and the textile industry. Her presentation is excellent and with her ambitious personality makes her worthy of an important position for £5,000 p.a.

EXECUTIVE SECRETARY (Ref. 14 DT/RS)
Take sound business knowledge, top secretarial skills and ability to use a number of office machines, you've got Miss S. in multi-talented—70 wpm typing, audio, tele. and a real realistic approach. An attractive asset for £5,000.

TOP FLIGHT P.A. (Ref. 15 BC/AJ)
Top skills 65/112 and solid experience in television and advertising. Miss S. is a commendable right hand looking for an important position for £5,000 p.a.

AUDIO SECRETARY (Ref. 16 CO/KH)
At 22 Miss S. has gained excellent experience in an Estate Agents and the textile industry. Her presentation is excellent and with her ambitious personality makes her worthy of an important position for £5,000 p.a.

EXECUTIVE SECRETARY (Ref. 17 DT/RS)
Take sound business knowledge, top secretarial skills and ability to use a number of office machines, you've got Miss S. in multi-talented—70 wpm typing, audio, tele. and a real realistic approach. An attractive asset for £5,000.

TOP FLIGHT P.A. (Ref. 18 BC/AJ)
Top skills 65/112 and solid experience in television and advertising. Miss S. is a commendable right hand looking for an important position for £5,000 p.a.

AUDIO SECRETARY (Ref. 19 CO/KH)
At 22 Miss S. has gained excellent experience in an Estate Agents and the textile industry. Her presentation is excellent and with her ambitious personality makes her worthy of an important position for £5,000 p.a.

EXECUTIVE SECRETARY (Ref. 20 DT/RS)
Take sound business knowledge, top secretarial skills and ability to use a number of office machines, you've got Miss S. in multi-talented—70 wpm typing, audio, tele. and a real realistic approach. An attractive asset for £5,000.

TOP FLIGHT P.A. (Ref. 21 BC/AJ)
Top skills 65/112 and solid experience in television and advertising. Miss S. is a commendable right hand looking for an important position for £5,000 p.a.

AUDIO SECRETARY (Ref. 22 CO/KH)
At 22 Miss S. has gained excellent experience in an Estate Agents and the textile industry. Her presentation is excellent and with her ambitious personality makes her worthy of an important position for £5,000 p.a.

EXECUTIVE SECRETARY (Ref. 23 DT/RS)
Take sound business knowledge, top secretarial skills and ability to use a number of office machines, you've got Miss S. in multi-talented—70 wpm typing, audio, tele. and a real realistic approach. An attractive asset for £5,000.

TOP FLIGHT P.A. (Ref. 24 BC/AJ)
Top skills 65/112 and solid experience in television and advertising. Miss S. is a commendable right hand looking for an important position for £5,000 p.a.

AUDIO SECRETARY (Ref. 25 CO/KH)
At 22 Miss S. has gained excellent experience in an Estate Agents and the textile industry. Her presentation is excellent and with her ambitious personality makes her worthy of an important position for £5,000 p.a.

EXECUTIVE SECRETARY (Ref. 26 DT/RS)
Take sound business knowledge, top secretarial skills and ability to use a number of office machines, you've got Miss S. in multi-talented—70 wpm typing, audio, tele. and a real realistic approach. An attractive asset for £5,000.

TOP FLIGHT P.A. (Ref. 27 BC/AJ)
Top skills 65/112 and solid experience in television and advertising. Miss S. is a commendable right hand looking for an important position for £5,000 p.a.

AUDIO SECRETARY (Ref. 28 CO/KH)
At 22 Miss S. has gained excellent experience in an Estate Agents and the textile industry. Her presentation is excellent and with her ambitious personality makes her worthy of an important position for £5,000 p.a.

EXECUTIVE SECRETARY (Ref. 29 DT/RS)
Take sound business knowledge, top secretarial skills and ability to use a number of office machines, you've got Miss S. in multi-talented—70 wpm typing, audio, tele. and a real realistic approach. An attractive asset for £5,000.

TOP FLIGHT P.A. (Ref. 30 BC/AJ)
Top skills 65/112 and solid experience in television and advertising. Miss S. is a commendable right hand looking for an important position for £5,000 p.a.

AUDIO SECRETARY (Ref. 31 CO/KH)
At 22 Miss S. has gained excellent experience in an Estate Agents and the textile industry. Her presentation is excellent and with her ambitious personality makes her worthy of an important position for £5,000 p.a.

EXECUTIVE SECRETARY (Ref. 32 DT/RS)
Take sound business knowledge, top secretarial skills and ability to use a number of office machines, you've got Miss S. in multi-talented—70 wpm typing, audio, tele. and a real realistic approach. An attractive asset for £5,000.

TOP FLIGHT P.A. (Ref. 33 BC/AJ)
Top skills 65/112 and solid experience in television and advertising. Miss S. is a commendable right hand looking for an important position for £5,000 p.a.

AUDIO SECRETARY (Ref. 34 CO/KH)
At 22 Miss S. has gained excellent experience in an Estate Agents and the textile industry. Her presentation is excellent and with her ambitious personality makes her worthy of an important position for £5,000 p.a.

EXECUTIVE SECRETARY (Ref. 35 DT/RS)
Take sound business knowledge, top secretarial skills and ability to use a number of office machines, you've got Miss S. in multi-talented—70 wpm typing, audio, tele. and a real realistic approach. An attractive asset for £5,000.

TOP FLIGHT P.A. (Ref. 36 BC/AJ)
Top skills 65/112 and solid experience in television and advertising. Miss S. is a commendable right hand looking for an important position for £5,000 p.a.

AUDIO SECRETARY (Ref. 37 CO/KH)
At 22 Miss S. has gained excellent experience in an Estate Agents and the textile industry. Her presentation is excellent and with her ambitious personality makes her worthy of an important position for £5,000 p.a.

EXECUTIVE SECRETARY (Ref. 38 DT/RS)
Take sound business knowledge, top secretarial skills and ability to use a number of office machines, you've got Miss S. in multi-talented—70 wpm typing, audio, tele. and a real realistic approach. An attractive asset for £5,000.

TOP FLIGHT P.A. (Ref. 39 BC/AJ)
Top skills 65/112 and solid experience in television and advertising. Miss S. is a commendable right hand looking for an important position for £5,000 p.a.

AUDIO SECRETARY (Ref. 40 CO/KH)
At 22 Miss S. has gained excellent experience in an Estate Agents and the textile industry. Her presentation is excellent and with her ambitious personality makes her worthy of an important position for £5,000 p.a.

EXECUTIVE SECRETARY (Ref. 41 DT/RS)
Take sound business knowledge, top secretarial skills and ability to use a number of office machines, you've got Miss S. in multi-talented—70 wpm typing, audio, tele. and a real realistic approach. An attractive asset for £5,000.

TOP FLIGHT P.A. (Ref. 42 BC/AJ)
Top skills 65/112 and solid experience in television and advertising. Miss S. is a commendable right hand looking for an important position for £5,000 p.a.

AUDIO SECRETARY (Ref. 43 CO/KH)
At 22 Miss S. has gained excellent experience in an Estate Agents and the textile industry. Her presentation is excellent and with her ambitious personality makes her worthy of an important position for £5,000 p.a.

EXECUTIVE SECRETARY (Ref. 44 DT/RS)
Take sound business knowledge, top secretarial skills and ability to use a number of office machines, you've got Miss S. in multi-talented—70 wpm typing, audio, tele. and a real realistic approach. An attractive asset for £5,000.

TOP FLIGHT P.A. (Ref. 45 BC/AJ)
Top skills 65/112 and solid experience in television and advertising. Miss S. is a commendable right hand looking for an important position for £5,000 p.a.

AUDIO SECRETARY (Ref. 46 CO/KH)
At 22 Miss S. has gained excellent experience in an Estate Agents and the textile industry. Her presentation is excellent and with her ambitious personality makes her worthy of an important position for £5,000 p.a.

EXECUTIVE SECRETARY (Ref. 47 DT/RS)
Take sound business knowledge, top secretarial skills and ability to use a number of office machines, you've got Miss S. in multi-talented—70 wpm typing, audio, tele. and a real realistic approach. An attractive asset for £5,000.

TOP FLIGHT P.A. (Ref. 48 BC/AJ)
Top skills 65/112 and solid experience in television and advertising. Miss S. is a commendable right hand looking for an important position for £5,000 p.a.

LA CREME DE LA CREME

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Ideal opportunity if looking for responsibility as P.A. to the Managing Director of a small International Traders. Handle all office administration, travel, correspondence, arrange travel, attend meetings in his absence and generally keep the office running smoothly. If you are organized and have good secretarial skills call Jackie Robbins on 629 8863.

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With your liking for a financial environment you'll enjoy assisting the Group Treasurer of this large company. "Plays" the money market, buying & selling currency. As his secretary you'll arrange meetings, handle correspondence, make travel arrangements, book hotels, etc. For an early interview call Susan Drey on 629 8863.

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Based in the modern reception area of this successful W.I. company you will be well rewarded for your secretarial support. Deal with senior level clients giving information and establishing a more administrative role. Enjoy many company perks & future facilities. For an early interview call Susan White on 629 8863.

£6,000
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Late 30's with good skills, ideally suited to a P.A. role. P.A. and self-reliance for director of small London office of large American company.

£5,000 negotiable
AUDIO SEC. 20's

To join small Irish organisation W.I. for an interesting, busy and lively position. Must be smart and very good with people.

£4,500 neg. + superb
fringe benefits
RECEPTIONIST/
TYPIST

30/40, City grooming and friendly, warm manner of the utmost importance. Working conditions of the very best.

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Lots of administration for you when you become Secretary to the Managing Director of a small International Traders. Handle all office administration, travel, correspondence, arrange travel, attend meetings in his absence and generally keep the office running smoothly. If you are organized and have good secretarial skills call Jackie Robbins on 629 8863.

FINANCIAL FORTE
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With your liking for a financial environment you'll enjoy assisting the Group Treasurer of this large company. "Plays" the money market, buying & selling currency. As his secretary you'll arrange meetings, handle correspondence, make travel arrangements, book hotels, etc. For an early interview call Susan Drey on 629 8863.

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P.A. SEC.

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Secretary to assist Sales Director and small Management team in international company for 3 days a week. Must appreciate presentation, be numerate and enjoy responsibility and involvement. Good shorthand/typing essential. 9 a.m.-5 p.m. Salary £3,300 (£3 per hour).

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CHALLENGERS
Excellent salary and fringe benefits. Initial interview. Please phone Sheila Burgess on 01-603 2872, 2-7 p.m.

HEAD OFFICE
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